

Design of Madura Pavilion in Suramadu Bridge

The Surabaya-Madura National Bridge (Suramadu) in East Java Indonesia accelerates Madura's island development which was once limited to strait access. The ease of access increasingly encouraged the economic sectors of Madura, especially in tourism sector, which if developed properly could potentially be a national-scale destination. The construction planning of the *Kawasan Kaki Jembatan Sisi* (KKJS), focuses on rest area, aims to encourage the development of Madura tourism that can provide more benefits to the regional economic development, community social and economic development, while being able to preserve Madura's environmental and cultural heritage. Through research methods in such as: in depth interviews (IDI), visual studies of landmarks-arts-cultural products observations, literature studies, tourism social media studies, therefore creates the design content and ornamentation of Madura Pavilion. It has a concept in accordance with historical excellence, art-culture, tourism, social, religious and other Madura's potential excellence. The research results consist of: concepts and themes of design, visual scenarios for Madura Pavilions, furniture display, branding, signage, multimedia information, 3d visualization and animation. From this study, it was concluded that Madura island tourism could be improved by the construction of Suramadu's Kawasan Kaki Jembatan Sisi (KKJS).

Keyword: Arts, cultural heritage, Madura pavilion, product system service design, tourism strategy.