



UNIVERSITI TEKNOLOGI MARA

The Lack of Wayfinding and Rebranding the Corporate Identity
in Kuala Lumpur Bird Park

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ABSTRACT

This study was carried out to determine the “Problems that happen at Kuala Lumpur Birds Park”. First and foremost, the publicity materials and direction signage is really important in terms of to make the place getting interactive towards visitors. This is getting issue among student nowadays since there is a lot of lack from the Bird’s Park management in order to make the place offers better services.

In this Birds Park, some of the signage makes the visitors become confuse when the management did not put it well according to what the visitor’s aspects. So, this study will help us define what the main problem of Kuala Lumpur and how to improve it.

In finding the result of this study, I have conducted a survey to UiTM Shah Alam students in various courses to be my respondents regarding the problem of Kuala Lumpur Birds Park.

As a result, I managed to get few ideas regarding the problem, does it contributes to the decreasing number of visitors. It is just that the issue is really important in order to make the Malaysia visits place become the first class place for Malaysian and also outside country.

INTRODUCTION

In the study of The Lack of Way finding and Rebranding the Corporate Identity in Kuala Lumpur Bird Park , researcher will find that understand the way finding are more important than others matters. Identity and design is very important to sure the problems about the way finding in Kuala Lumpur Bird Park can be solve.

Kuala Lumpur Bird Park is officially opened on year 1991. Located in Kuala Lumpur Gardens, and near with the city centre of Kuala Lumpur Kuala Lumpur Bird Park is one of the natural attractions in this concrete city. Kuala Lumpur Bird Park is the home for more than 3,000 birds and approximately 200 species of local and foreign birds are kept here.

Mission of Kuala Lumpur Bird Parks is "to become a world-class zoological park and one of the most competitive in the region in terms of the total number of birds and species collection" and to become one of the most successful avian breeding centers through our continuous in-situ captive breeding programmers with modern facilities and equipments."

Since the beginning of its official opening and establishing, Kuala Lumpur Bird Park has been a renowned eco-tourism destination and situated right in the heart of Kuala Lumpur.

Kuala Lumpur Bird Park is very large and the size is approximately 20.9 acres of verdant valley terrain, the park is divided into 4 zones, Zone 1 and 2 make up the free flight zone, Zone 3 is the Hornbill Park and Zone 4 is where the birds are placed in separate cages and mini aviaries.

In Kuala Lumpur Bird Park, there are places where birds are let free in the aviary which closely resembles their natural habitat. Visitors can experience a closer view of the birds. The