

## **Abstract**

### **Signage Design of General Hospital Dr. H. Kumpulan Pane Tebing Tinggi as a Communicative Information Media**

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The General Dr. K. Pane Hospital is the largest hospital who has a doctor, nurses and the facilities are more complete than with other hospitals in Tebing - Tinggi. This hospital is a hospital-type B are the largest and have facilities which is more complete than other hospitals in Tebing Tinggi . Signage in this The General Dr. H. Kumpulan Pane Hospital has not been well integrated. There are a lot of signage is small so that the writing and visual unclear, installation of signage is also uncertain, the color used is not appropriate and typography used is different. Signage like this makes people difficult to find direction and found at that location so that signage have not been effective.

From the results of observation data interviews and questionnaires, signage design created by combining text and symbols (pictograms).The theme used is clean, hygienic and simple in accordance with the identity of the characters from the hospital. The form used on the signage was taken from the shape of the logo The General Dr. H. kumpulan Pane Hospital and colors taken from the typical icon from North Sumatera namely kenanga flowers and parrots. The color obtained are yellow, black and white, so that the results of signage has its own character. The results are expected to design signage can help patients and hospital visitors in finding the intended location and improve the services in the Dr. H. Kumpulan Pane Hospital in Tebing-Tinggi.

Keywords: signage, directions, hospital, media information