

ABSTRACT

Bukittinggi is a city that has a wide range of attractions, such as up to a culinary nature. Therefore, an increase of visitors recorded from 2010 to 2013 was dominated by local tourists. The majority of local tourists who visit have little sense to keep the attraction and also of the media to inform the visitors are still fairly minimal. The purpose of this study to potentially sensitize local tourists and as a medium to inform about the importance of maintaining the attraction. By using qualitative research methods such as interviews and observation, it was found that the most effective media Environmental Graphic Design is defined as a graphic design that is applied to the environment with the main media in the form of an infographic that will be placed on the attraction. Expected later this design results can raise awareness of the importance of maintaining the attractions in Bukittinggi.

Keyrowds: Bukittinggi, Information Media, Local Tourists.