

## **Abstract**

One of the environmental facilities with complex area that often happens panic is the hospital. As a hospital that has become a national reference, RSUP Dr. Hasan Sadikin has a direction service that has not been able to minimize the panic because the information displayed too many and doesn't have unity between each other that has not been effective. To be effective in finding the room, will be added other media as a support that is the addition of navigation features in RSHS Mobile application that has been owned by RSUP Dr. Hasan Sadikin. Based on the results of literature study data, observations, questionnaires and interviews, as well as the analysis of the comparison matrix, the contents of the qualitative and crosstab, the design of signage and navigation feature interface will be made by using concise and clear sentence then combining it with pictogram. This is because it takes the concept of effective with the theme: simple and clean. And the design will remain guided by the visual identity from the logo owned by RSUP Dr. Hasan Sadikin. Hopefully, this research can help the visitors to quickly find the room with the help of signage and navigation features that are informative, effective and attractive.

Keyword: direction, effective, hospital, mobile application, signage