

ABSTRACT

Indonesia's tourism industry is currently booming which has the potential to advance the Indonesian economy. This is because a diverse tourist attraction can be attractive and used as a destination for local and foreign tourists. Jakarta is the capital of a very crowded country and is a metropolitan city filled with various tourist attractions. One of them is the Mangrove Nature Park which is a forest area in the northern part of the capital. The park looks like a forest in the middle of the bustling city of Jakarta, the Mangrove Nature Park is a type of an ecotourism forest. But behind the beauty of the forest area, deficiencies are still found, such as the lack of attention of both managers and the government on infrastructure and media promotion in forest areas, especially in the environmental graphics that are useful as a guide so that visitors do not get lost in forest areas, and easy to find the road to the area to be addressed. Hence the need for environmental graphics that can make it easier for visitors to go around the forest area and promotional media to promote the tour to the wider community. The method used to complete the forest information is through observation, interviews and literature. The purpose of creating environmental graphics and promotional media is to improve forest infrastructure and attract the attention of the wider community to visit the Mangrove Nature Park Media that can be used through signage, and wayfinding as the main media and promotional media. With the presence of these media, both visitors and the wider community get more in-depth information about the forest areas, along with the infrastructure that supports the advancement of the Mangrove Nature Park and a growing sense of interest in visiting tourist sites.

Key words: Environment Graphic, Promotion Media, Mangrove, tourism, tourists, flora. fauna and nature