

ABSTRACT

Pekanbaru is a city with a high rate of urbanization growth. The city quickly developed rapidly in terms of trade and multiethnics. One of the factors that led to the increase was the market. The existence of traditional markets and modern markets has become an inseparable part of the life of urban people. Pasar Bawah Tourism is one of the markets that is crowded with visitors as a trading center in Pekanbaru City which provides a variety of products such as food, clothing, home accessories, to daily necessities. However, visitors often have difficulty understanding the navigation flow of this market both in finding the desired product and using facilities due to inadequate information media. So this study wants to provide a solution in the form of information media design that is applied to signage and wayfinding. The method used in this study is a qualitative approach method. The purpose of this design is to find out how visitors get information about Pekanbaru City Pasar Bawah tourism and knowing how to design a good and correct information media so that visitors can use the facilities optimally and can understand the details of the Pekanbaru City Pasar Bawah.

Keywords: Information media, Market, Signage, Wayfinding, Pekanbaru City