

ABSTRACT

The hospital is one of the establishments that provide health services, consultation, and emergency care. Pangkep Regency provides a general hospital service in the Batara Siang district, which is the sole hospital with the most comprehensive health services in Pangkep Regency (Ministry of Health). Batara Siang Hospital has shortcomings in signage and wayfinding facilities such as a lack of wayfinding media, the material used is inappropriate, such as those who use paper media as room markers, and some of the signage designs used are not the same in terms of typography and color, so the author's goal is to design Batara Siang hospital signage and wayfinding to be more effective and can help visitors to direct them to their destination. As a result, the purpose of this research is to create effective and informative signage and navigation for Batara Siang Hospital for all persons in Pangkep Regency.

Keywords : *hospital, signage and wayfinding*