

ABSTRACT

THE REDESIGN ENVIRONMENTAL GRAPHIC DESIGN FOR TAMAN BUKIT SIGUNTANG PALEMBANG

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Indonesia is a diverse country with a rich history and culture. However, for now, the problem is that millennials don't really care about history. And taken from data *Indonesiakaya.com* One of the historical heritage sites located in Palembang is Taman Bukit Siguntang. Bukit Siguntang is considered a sacred and interesting place since the 14th to 17th centuries. There are tombs of descendants of the Sriwijaya Kingdom in the park, including the tomb of Segentar Alam, Princess Kembang Dadar, Princess Kembang Selako, Panglima Bagus Kuning, Panglima Bagus Karang, Panglima Tuan Junjungan, Prince Raja Batu Api and Panglima Jago Lawang. It was found that there is no proper signage and a brittle wayfinding in the site resulting citizen who visits there hard to find a way and information. Therefore, the re-design of Environmental Graphic Design is made as an effort to help visitor to find a way easier and get a right and accurate information about the park. The method used to collect data in the design of Information Media to fulfill this thesis is a combination of quantitative and qualitative methods through a direct interview with experts or observers and resource persons relevant to this problem. Then it is supported by data obtained from questionnaires distributed to residents around Taman Bukit Siguntang. It is hoped that the public can get to know and know the history of the city of Palembang more effectively by starting with small steps from Taman Bukit Siguntang through the redesign of environmental graphic design that has been made.

Keywords: Signage, Historical Sites, Wayfinding, Environmental Graphic Design