

ABSTRACT

Lemor Botanical Gardens is a botanical garden located in Suela, East Lombok, West Nusa Tenggara, is one of the natural attractions in the form of a forest covering an area of 82.9 hectares. The facilities offered by the Lemor Botanical Gardens are not inferior to other botanical gardens. However, the lack of environmental graphics in the Lemor Botanical Gardens makes visitor activities less than optimal. An effective environmental graphic design is needed as a means of information and communication for visitors and the Botanical Gardens because it is not yet effective, unattractive, and not well organized, and there is still a lack of existing environmental graphics. The data collection carried out in this study was data collection with quantitative and qualitative research methods (Mixed Method), namely conducting interviews with officers at the Lemor Botanical Gardens, looking for literature study data from articles, journals, books, and the internet related to environmental graphics, and distributing questionnaires to visitors to the Lemor Botanical Gardens to find out whether the environmental graphics are functioning properly. To solve this problem, a graphic redesign of the environment at the Lemor Botanical Gardens will be carried out by adding visual elements to make it more attractive and easy to understand, also more well laid out to make it easier for visitors to obtain information needs.

Keywords: Lemor Botanical Gardens, Botanical Gardens, Environmental Graphic Design, Lombok, NTB