CHAPTER I

INTRODUTION

1.1. Background

Graphic design is a design that uses visual elements such as lines, shapes and colors to communicate with audiences about the message, information or ideas you want to convey to the target audience of the design. In this modern world, graphic design is growing along with the development of technology, the use of graphic design is increasingly widespread in society. One type of graphic design that is widely used is Environmental Graphic Design or commonly abbreviated as EGD.

Environmental Graphic Design is a form of graphics that exist in the environmental. Environmental Graphic Design includes all the elements in it, in the form of direction signs, bulletin boards, graphic ornaments on a building, name plates on buildings, to writing objects in two-dimensional and three-dimensional planes. the use of Environmental Graphic Design is to provide information to people in an environment so that these people can make whatever decisions they will take. The scope of Environmental Graphic Design includes signage, wayfinding systems, exhibition designs, information designs, pictograms, and also place making.

Signage and wayfinding, is a modern form of communication that is used as a means of delivering information to help people in social life. Signage in particular, is a series of visual representations symbolically and graphically, which aims as a medium for interaction between humans and public spaces (MS. Andrijanto, 2018, pg.225). Signage serves as a medium for service information, interpretation, promotion, navigation, and warning signs. As a signage that has a function to make it easier to provide information to people around, signage needs to have several criteria. Signage needs to have few words, be clearly legible, have symbols, use the right materials, and have the right colors to convey accurate information.

Asih Husada Hospital is a hospital located in Muktisari Village, Langensari

District, Banjar, a government-owned hospital in Banjar City which was inaugurated in 2020. Permit to Establish Hospital Number 503/001/DMPTSP/IMRS/X/2018, issued on 3 October 2018 by the Office of Investment and Integrated Services. According to the regulation of the minister of health no. 3 of 2020, Asih Husada Hospital, a type D hospital, the minimum bed requirement for patients is 50, but currently Asih Husada Hospital has 70 beds for patients. Asih Husada Hospital has services in the form of inpatient, outpatient, emergency, pharmacy, isolation rooms, radiology, laboratories and much more.

As a newly operating hospital, Asih Husada Hospital still has many shortcomings, especially in the signage and wayfinding department. Even some of the signage and wayfinding at the hospital still use media that is not suitable, such as paper taped with duct tape so it is very easy to take off, while Asih Husada Hospital has a large building. This made people who visited the hospital feel confused.

Therefore, as a hospital that is still new and has a large building size, Asih Husada Hospital requires signage and wayfinding with adequate media in various places so that visitors are not confused when visiting the Asih Husada hospital.

1.2. Problem Identification

Based on the background of the problems above, it can be concluded in the form of problem identification and problem formulation as follows:

1. Asih Suhada Hospital has a huge building but didn't have a proper signage.
2. Signage and wayfinding at Asih Husada Hospital still use makeshift media that are not proper enough in terms of materials.

1.3. Formulation of the Problem

Based on the background of the problems identification above, we can conclude that the formulation of the problem is to design signage and wayfinding according to Asih Husada Hospital.

1.4. Scope

1. What.

Data about places in Asih Husada Hospital that require Signage.

2. **Who.**

   The target of this design is Asih Husada Hospital and the target audience is people who are in the area around Asih Husada Hospital.

3. **How**

   Designing a signage based on a signage placement with the characteristics of Asih Husada Hospital.

4. **Why**

   This design is to create signage that is in accordance with the hospital theme in order to increase branding at Asih Husada Hospital.

5. **When**

   This design will be carried out between October 2022 - January 2023.

6. **Where**

   This research will be conducted in Banjar and Bandung.

7. **Which part**

   Signage design in terms of structure, appearance, and placement focused on Asih Husada Hospital.

1.5. Design Purpose

The design has the following objectives:

1. Designing appropriate signage for Asih Husada Hospital both in terms of function and appearance.
2. Designing a signage that can increase the accreditation value for Asih Husada Hospital.

1.6. Method of Data Collection and Analysis

The data collection method that will be carried out in this planning will use the following method.

1. Literature Study

Literature study is a method of collecting data using existing journals as a reference for researchers to conduct research. according to Nazir (1998:

112) literature study is the collection of data and information as much as possible from library sources in accordance with the research.
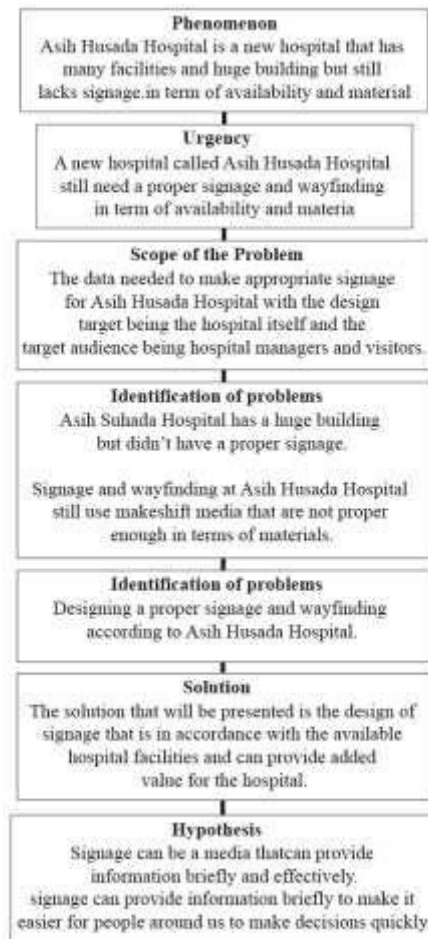
2. Observation

Observation is a method that is done by observing the research situation and conditions. According to Sugiyono (2017:203) observation is a method of collecting data by observing human behavior, work processes, and natural phenomena to collect field data.

3. Interview

Interview is a method of collecting data by asking questions to certain sources. According to P. Joko Subagyo (2011:39) interview is an activity carried out to obtain information directly by asking questions to respondents. **1.7.Research Framework**

Picture 1.1 Research Framework

Source: Original

1.8. Chapter

This research will be divided into 5 chapters and the following will be discussed in each chapter:

CHAPTER I

In this chapter, we will explain the background of the problem, problem identification, problem formulation, scope, research objectives, methods of data collection and analysis, framework, and chapters

CHAPTER II

In this chapter, we will discuss theoretical questions from study literature sources that will help in future design.

CHAPTER III

In this chapter will discuss the results of the analysis with the method that has been determined.

CHAPTER IV

This chapter will explain the concept of the design that has been determined. The visual concept and results of the design will be presented in this chapter

CHAPTER V

In this chapter will contain conclusions and suggestions about the design of the previous chapters.