

ABSTRACT

Serulingmas Banjarnegara Interactive Zoo is a wildlife recreation park or commonly referred to as a zoo, located in the center of Banjarnegara Regency, Central Java. The zoo offers an interactive concept, giving visitors the opportunity to interact directly with the animals. As a conservation area, Serulingmas Zoo provides habitat for a wide variety of animals and plants and provides an important resource for protected species. Based on the research, Serulingmas Zoo lacks in terms of environmental graphic design and it is found that many visitors have difficulty navigating due to the lack of effective signage/wayfinding information to guide in the area. In addition, a concept is needed to re-attract tourists. This research uses data collection methods in the form of interviews, questionnaires, observation, documentation, print literature studies, digital literature studies and data analysis methods in the form of visual analysis. Redesigning environmental graphic design is considered important to overcome this problem. This redesign is expected to increase visitor comfort and provide a new color for Serulingmas Zoo. To ensure the design message is well conveyed, keywords are set which include: Fun, Nature, Relax, Playful, and Family Friendly.

Kata kunci : *Zoo, Serulingmas Zoo, Redesign, Environmental Graphic Design*