

ABSTRACT

The design of audio information delivery is formulated as an effective strategy by employing a Human-Centered Design (HCD) approach combined with the equalizer analysis method. This study identifies several critical challenges, including the substandard quality of audio equipment, environmental noise interference, inconsistent announcer intonation, and the suboptimal placement of speakers. Through comprehensive field observations, interviews, documentation, and sound frequency analysis, it was found that the critical frequency range for ensuring information clarity lies between 500–4000 Hz. Optimizing this frequency range, enhancing announcer training, reorganizing speaker placements, and implementing adaptive announcement scheduling are integral components of the proposed strategy. The findings reveal that a user-centered design approach significantly improves clarity, comprehension, and the overall auditory experience at the station, thereby contributing to enhanced public service quality within the transportation sector. Furthermore, the implications of this study present opportunities for the development of optimized audio information delivery systems in other public spaces throughout Indonesia.

Keywords: Design Strategy, Audio Information Delivery, Equalizer Analysis, Human Centered Design, Purwokerto Railway Station.