

ABSTRACT

Toko Roti GO is the oldest bakery in Indonesia, established in 1898. With its long-standing history, the bakery has a strong identity as part of the culinary heritage of Purwokerto. However, the limited information provided to visitors regarding the store's history has led to a lack of appreciation for its historical value. This study aims to design an Environment Graphic Design (EGD) as a medium to reinforce the legendary image identity of Toko Roti GO. The research method used is descriptive qualitative with approaches including observation, interviews, and documentation. Data analysis was conducted using SWOT, USP, and positioning methods to strengthen the bakery's branding strategy. The result of this research is an environmental graphic design concept that includes signage, wayfinding, supergraphics, and information design to be implemented within the store, aiming to create a historical experience for visitors. The implementation of EGD is expected to increase public awareness of Toko Roti GO's historical value and enhance its appeal as a historical culinary destination.

Keywords: *Environment Graphic Design, legendary identity, GO Bakery, historical*