

ABSTRACT

Pasar Manis is a semi-modern market on Jl. Gen. Gatot Subroto, Pesayangan, Kedungwuluh, Kec. West Purwokerto, Kab. Banyumas. Pasar Manis has very interesting potential and great opportunities in the movement of the creative economy, namely culinary, therefore it needs Guide Map information media with the aim of facilitating visitors, changing the perspective of the market, creating a different atmosphere, and providing a unique and exciting experience when visiting culinary Sweet market. The method used in this design is a qualitative approach, research by utilizing descriptive data in the form of written, oral notes, or observable actors. The results of the SWOT analysis are used as the basis for the Guide Map design idea. The design is carried out by considering the information, context, and messages that will be conveyed through the Guide Map. The final design of the Guide Map, was made from the adaptation of the Manis market environment starting from the colors, visual elements, so that it has character and is easy to identify.

Keywords: *Guide Map, Market Culinary, Pasar Manis*