

ABSTRACT

Baturraden Small World Park Tourism is one of the educational tourism destinations in Baturraden that combines various natural views and the surrounding mountains, which was inaugurated in September 2016, located in Baturraden, Central Java. Small World is famous for its unique miniature buildings from various countries. However, regarding problems related to objects in tourist areas, there is still a lack of placement, conditions that cannot be reached with many facilities that do not yet have a directional signage system, as well as information about using graphic elements to organize and improve the visitor's experience while in a place in creating an atmosphere. The environment is still lacking, making visitors quite confused about the facilities available at Small World Baturraden. This research uses qualitative methods, with data collection techniques of observation, questionnaires, interviews, documentation and literature study. This research uses SWOT analysis to obtain the right data to design an informative and integrated EGD. This design is to design the EGD of the Baturraden Small World Park including signage, and wayfinding as well as information design in the form of a guide map.

Keywords: Environmental graphic design, tourism, Small World Baturraden.