

## **ABSTRACT**

*Current tourism trends have shifted from mass tourism to alternative tourism. This change has encouraged the development of tourist villages that optimize natural, cultural, and local uniqueness potentials. Panembangan Tourist Village in Banyumas Regency is an example of a tourist village offering attractive fisheries potential and natural beauty. Panembangan Tourist Village is an educational fish and rice-based tourism village, the main attraction for tourists. However, tourists visiting Panembangan Village are still unaware of the diversity of tourist destinations available. Additionally, visitors have not fully perceived the authentic impression of Panembangan Village. Therefore, the Environmental Graphic Design (EGD) design is necessary to provide information about the diverse tourist destinations and create an authentic impression. The EGD design for Panembangan Tourist Village uses the concept of Natural Organic Minimalism, aimed at providing a lush natural impression. The methodology used is a qualitative approach based on interviews and SWOT Analysis to analyze the potential and problems in Panembangan Village. Through this EGD design, it is hoped that information about tourist destinations in Panembangan Village can be conveyed to tourists, and the authentic impression of Panembangan Tourist Village can be felt, thereby increasing visitor appeal.*

*Keywords: Tourist Village, Natural Organic Minimalism, Environmental Graphic Design.*