

ABSTRACT

As time progresses, more and more people are earning a living by working, not infrequently they have to earn a living by migrating from their original place. PT. Kaltim Prima Coal is one of the largest coal mines in Indonesia and most of its employees are people who migrate from various regions. Every year, PT. KPC employees always increase, in order to get good performance results from employees, PT, KPC provides several accesses and facilities that can be used by its employees in their daily lives, one of the facilities provided is the Town Hall. In order to increase the potential use of facilities for employees and also general visitors to the Town Hall, an information media design was made to complement the facilities at the Town Hall. This design uses a data collection method through direct observation in the field and also through interviews, and uses an analysis method from questionnaire data that has been distributed to visitors. The results of this analysis will then be used as a design solution for the Town Hall with the hope of providing visitors with a more informative message, and more in accordance with the theme of the Town Hall park which is relaxed, friendly, and also romantic.

Keywords: Modern, Informative, Environmental Graphic Design