

ABSTRACT

Sultan Mahmud Badaruddin II Museum located in the city of Palembang which has a collection of around 1042 historical objects ranging from the remains of the Srivijaya kingdom, the Palembang sultanate, to the colonial period. Having problems with the level of visitor satisfaction towards the museum due to the lack of information in finding directions and destinations so that visitors who come individually feel confused in identifying the location. Therefore, the Sultan Mahmud Badaruddin II Museum requires information media that can help visitors in identifying the location, one of which is through environmental graphic design especially in terms of signage. To obtain accurate and in-depth field data from these problems, the use of qualitative methods through a literature study approach, observation, interviews and questionnaires. The analysis method used is the matrix analysis method. It is hoped that the results of this final project design can be a useful media for visitors to identify the location and increase visitor satisfaction when visiting the Sultan Mahmud Badaruddin II Museum.

Keywords: Environmental Graphics, Teenagers, SMB Museum.