

REDESIGN OF ENVIRONMENTAL GRAPHIC DESIGN IN THE MAYANG NATURAL RECREATION PARK, PEKANBARU

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Abstract

Alam Mayang Recreation Park is the largest recreational place in Pekanbaru. The recreation site originally started as a fishing pond for fishing enthusiasts. This recreation park continues to develop internally to meet the needs of visiting tourists. To make Alam Mayang more recognizable to visitors, it also has a logo, a map, and a sign system that helps identify locations. However, the existing sign system is still not ideal in form and function. The design solution to address the environmental issues at Alam Mayang Recreation Park is through environmental graphic design that is informative, communicative, and visually easy to understand. By using environmental graphic design, starting from the identity, facilities, and all locations in the recreation area, everything can be well-reached and organized. This provides convenience and comfort for tourists to relax at Alam Mayang Recreation Park in Pekanbaru.

Keywords: Alam Mayang Recreational Park, Graphic Environmental Redesign, Sign System

Abstract

Taman rekreasi Alam Mayang merupakan tempat rekreasi yang terbesar di Pekanbaru. Tempat rekreasi ini berawal dari kolam pancingan bagi para penghobi mincing. Taman rekreasi ini terus melakukan pengembangan secara internal untuk memenuhi kebutuhan para wisatawan yang berkunjung. Untuk membuat Alam Mayang lebih mudah dikenali oleh pengunjung, mereka juga memiliki logo, peta, dan sistem tanda yang membantu mengidentifikasi lokasi. Namun, sistem tanda yang ada masih belum ideal dalam bentuk dan fungsinya. Solusi desain untuk menjawab masalah lingkungan taman rekreasi Alam Mayang adalah dengan desain grafis lingkungan yang informatif, komunikatif dan mudah difahami secara visual. Dengan menggunakan desain grafis lingkungan mulai dari identitas, fasilitas, dan semua lokasi yang berada di tempat rekreasi dapat terjangkau dan terorganisir dengan baik. Hal ini menjadi kemudahan dan kenyamanan bagi wisatawan untuk meluangkan waktu istirahatnya di Taman Rekreasi Alam Mayang Pekanbaru.

Kata Kunci: Taman Rekreasi Alam Mayang, Redesain Grafis Lingkungan, Sistem Tanda.

1. INTRODUCTION

Pekanbaru covers an area of 89,935.90 km² and is the largest city in Riau Province, according to Riau Province Statistics 2022 (Zupri Henra Hartomi¹, Abdi Muhaimin², 2022). Currently, Pekanbaru is a city experiencing rapid development. Previously characterized by vacant, forested land, it has now evolved into residential complexes, office buildings, factories, industries, and industrial plantations. The city of Pekanbaru has rapidly developed into a bustling metropolis, complete with the typical hustle and bustle of city life. As a result, residents naturally seek to unwind from their busy work schedules by taking vacations, picnics, and spending time with relatives and family at various tourist attractions. Some popular destinations include Riau Fantasi (a water park), the Sang Nila Utama Museum, Anjungan Seni Idrus Tintin, and the artificial Lembah Sungai Lake, as well as the Alam Mayang Recreational Park located in Pekanbaru.

Alam Mayang Recreational Park is a favourite destination for tourists because it is located in Tangerang Timur village, Bukit Raya District, Pekanbaru, approximately 8 km and an 18-minute drive from the city centre. Established in 1973, Alam Mayang Park spans 24.5 hectares. Initially, it started as a privately managed garden and fishing pond. However, it has since developed significantly into a family recreational park with a nature-themed concept for family tourism. Alam Mayang Recreational Park has been established for quite some time. This open-air recreational area offers a lush and natural atmosphere, providing visitors with a sense of comfort, coolness, and freshness, allowing them to briefly escape from the burdens of a busy schedule and daily activities. Alam Mayang Recreational Park features two types of attractions: water attractions and amusement rides. The water attractions include fishing ponds, pedal boats, banana boats, and water balls. The amusement rides consist of outbound activities, a safari train, a flying fox, a dragon train, a ball pit, bouncing balloons, and many other games.

Alam Mayang frequently hosts large-scale events during the summer. These events are professionally managed and include activities such as fish harvesting, the annual Carnival Week, and the Birdsong Contest. These numerous activities have ultimately earned the park an Indonesian World Record (MURI) award for the "Tallest Kemojo Cake Stack in Indonesia." This accolade has become a significant selling point for tourists, attracting local, national, and international visitors. As a result of these events, tourist visits to Alam Mayang Recreational Park in Pekanbaru have increased significantly. With the increasing number of tourists at Alam Mayang Recreational Park, the management has naturally improved the facilities and infrastructure to support and accommodate visitors' needs. This aims to provide comfort and safety for visitors, ensuring they enjoy their stay and are encouraged to return. The Park continuously develops its public amenities, attractions, and play areas. According to tourism expert Oka A. Yoeti, one way to increase Indonesia's foreign exchange earnings is through the beauty of its tourism. Additionally, factors that contribute to the

development of a region's tourism sector include infrastructure, facilities, and the comfort of the surrounding community. (Oka A. Yoeti & I Made Adhi Gunadi, 2013).

As a form of commitment to tourism in Indonesia, the government issued Presidential Instruction No. 16 of 2005 regarding Cultural and Tourism Policies, which includes (1) Developing the tourism sector to generate foreign exchange, improving the local economy, creating business and job opportunities, and advancing the growth of businesses and industries in the surrounding areas. (2) Introducing and promoting the natural beauty and cultural heritage of Indonesia. (3) Strengthening friendships and bonds at both national and international levels.

This Presidential Instruction (Inpres) was revised with the PRESIDENTIAL INSTRUCTION OF THE REPUBLIC OF INDONESIA NUMBER 16 OF 2005 REGARDING THE POLICY ON CULTURAL AND TOURISM DEVELOPMENT (Presidential Instruction, 2005). Pekanbaru is one of the most economically advanced regions compared to other cities in Sumatra. Therefore, it is essential to consider the potential for tourism development in Pekanbaru. One such potential is the Alam Mayang Recreational Park. Alam Mayang Recreational Park has a vast area, which is one of its advantages. However, this large area can make it difficult for visitors to find the attractions they want to visit, as the area has not been well-mapped.

With the increasing number of visitors, good service becomes increasingly important. Good service is a key factor in the tourist experience. Decisions to travel are based on several considerations, including the facilities and services provided, such as tourist destinations, transportation, and accommodation. After preparation and travel, the final stage is evaluation. Tourists' experiences and satisfaction (whether positive or negative) after their trip will influence their decisions for future travel purchases (Ismayanti, 2011). However, there are several issues faced by visitors, both from outside the region and from Pekanbaru itself, such as difficulty finding desired facilities, and motorbike and car drivers experiencing challenges in finding poorly managed parking areas. According to Mayo and Jarvis, travel behaviour involves a problem-solving process that ends with evaluation. Travel motivation can come from internal or external sources. To meet these needs, people will seek information and evaluate the image to understand the actual conditions of the tourist destination (Beccari, D & Mailand, 2014).

The Alam Mayang Recreational Park previously had a sign system, but it has not been optimal in terms of design and functionality. While the sign system functions well, the size and information provided make readability unclear, and the inconsistency in design among the components affects uniformity. Therefore, a redesign is needed to create an effective sign system at Alam Mayang Recreational Park that helps visitors easily locate various facilities. According to Edson and Dean, the primary function of a sign system is to provide information to visitors, ensuring they do not get lost in unfamiliar locations (Dean, 1996). Although the facilities at Alam Mayang Recreational Park are quite complete, the current sign system is

still not optimal in terms of both design and functionality. Functionally, the sign system works well, but its small size reduces readability, and the inconsistent design affects uniformity. Therefore, a redesign is necessary to create an effective sign system at the park. This sign system aims to help visitors easily identify the available facilities within the park. In addition to helping visitors find locations, the sign system can also effectively and communicatively provide information about Alam Mayang Recreational Park as a whole.

Originality

This research focuses on the visual identity that is unique to the location. The redesign of the environmental graphics also encompasses all the facilities at Alam Mayang Recreational Park, including playground facilities, public amenities, and special facilities within the park. The concept for the redesign of the environmental graphics approaches it with fun (visually enjoyable), simplicity (easy to understand), clarity (clear information), and informativeness in identifying Alam Mayang Recreational Park. The redesign features visuals with cool colours and pastel shades, clear typography readability, and simplified shapes for the pictograms of each facility and structure at Alam Mayang Recreational Park.

Objectives and Benefits of Research

In any design research, there are specific goals and benefits to be achieved. The same applies to the redesign of the environmental graphics at Alam Mayang Recreational Park, aiming to make it easier to identify locations through this sign system design.

The goals and benefits of this design process are as follows:

- a) Objectives: To provide effective information for locating various facilities and attractions within the park. Additionally, to redesign the environmental graphics in a way that is easily understood by tourists, whether they are regional, national, or international visitors.
- b) Benefits: This design helps to organize and neatly arrange the attractions and facilities at Alam Mayang Recreational Park. With the redesigned environmental graphics, it becomes easier for visitors to identify and interact with the park's environment. This redesigned graphic plan can be used by the management to further develop the tourist attractions at Alam Mayang Recreational Park.

2. METHOD

Data Collection Method

The data collection method uses a qualitative approach, beginning with field surveys, observations, and interviews with the management of Alam Mayang Recreational Park, both verbally and visually.

a. Interview

Interviews were conducted by asking questions to the management and visitors of Alam Mayang Recreational Park. Data collection through interviews was carried out with Mr.

Riyono, the manager and owner of Alam Mayang Recreational Park. This interview method began with preparing several written questions, using general topics to help the researcher understand the overall perspective of the interviewee. The verbal data obtained included information about the park's history, profile, area size, location, facilities, and target audience.

b. Observation

The observation activities began with systematically recording all events, behaviours, and everything needed to support the design process. In the initial stage, observations were carried out by collecting as much information or data as possible. Subsequent observations focused on narrowing down the required information or data. Observations were conducted by visiting Alam Mayang Recreational Park to gather the necessary data and information for the design. The data obtained included a map, photographs of the available facilities, play areas, and the information system at Alam Mayang Recreational Park.

Design Method

The design process will begin with brainstorming, followed by specifying the collected data into general and specific branches after data collection is complete. All the issues identified from the data collection will lead to a visual design approach focused on nature, as Alam Mayang Recreational Park is the only open-air tourist destination that uses nature as a place for recreation and learning for families, schools, communities, or specific groups. This step will facilitate the design process, leading to appropriate ideas for the logo, layout, colours, typography, sign system, pictograms, and more. In this design process, there will inevitably be several factors that influence and pose obstacles. To anticipate this, a thorough analysis is required, both internal and external, so that the design objectives can be well understood. The data analysis method used to solve design problems is the SWOT method (Strengths, Weaknesses, Opportunities, and Threats). SWOT analysis is used to determine the concept in the design process by examining ideas and evaluating them through identifying and inventorying the strengths, weaknesses, opportunities, and threats of environmental graphics for consumers. Below is the data analysis for the environmental graphics design themed "Redesign of Environmental Graphics for Alam Mayang Recreational Park in Pekanbaru."

a. Strength

Alam Mayang Recreational Park has been established for a long time and has a loyal visitor base. It is well-known even outside Pekanbaru due to the rarity of open-air recreational parks that are lush and ideal for family vacations. The implementation of a sign system will help visitors and make their interaction with the Alam Mayang environment more comfortable.

b. Weakness

The weakness found at Alam Mayang Recreational Park is that the vast area and numerous attractions are not balanced with the visitors' need for directional signs or informational signs.

c. Opportunity

The design of the sign system will make it easier for visitors to find their desired locations and identify the available attractions and public facilities. As visitors become more comfortable with Alam Mayang Recreational Park, the number of visitors is expected to continue to increase.

d. Threat

1. The large number of attractions at Alam Mayang
2. The vast area of Alam Mayang Recreational Park poses some challenges for the design process.

3. DESIGN CONCEPT

According to Mayo and Jarvis, tourist behaviour involves a problem-solving process that ends with evaluation. When someone wants to travel, they are motivated by internal or external factors. To meet these needs, they seek information and evaluate the destination's image to get an accurate understanding of the location (Beccari & Mailand, 2014). A pictogram is a symbol that represents objects, activities, and concepts in a simple and informative visual form (Swasty, 2017). According to Sumbo Tinarbuko, a sign system is a visual representation and graphic symbol designed to serve as a medium of interaction between humans and public spaces (Tinarbuko, 2008).

Typography is the study of letters as characters shaped by exploring negative space. In the context of design, the arrangement of these letters forms a shape (Cristina & Indrajaya, 2023). Colour reflects the identity of a place and also shapes the emotions of its users (Reno Bahelwan Miazaki, 2019). Ergonomics is the science that studies human capabilities in interacting with their physical environment. It examines the relationship between humans and tools (Human-Machine Systems), based on research and studies of human physical and psychological abilities and limitations when interacting with such systems (Yannes Martinus Pasaribu & Andar Bagus Sriwarno, 2021). The logo and environmental graphics are designed with consideration of local wisdom and local genius in their visual implementation. This concept is inspired by designer Z. Hanafi, as mentioned in the research by Budiman and Arif (Triani, Adriyanto, & Faedhurrahman, 2019).

Design Foundation

Based on the data collection results, the design strategy was used to address the sign system issues in Alam Mayang Recreational Park. This process began with redesigning the old logo so that it could be used in various media applications. The logo serves as the visual

identity of Alam Mayang, and this visual identity also serves as the foundation for making design decisions. The resulting design will then inspire the environmental graphics, such as the sign system, map signs, and pictograms for each facility. This redesign of the environmental graphics encompasses all playground facilities, public amenities, and all other facilities at the location.

The concept for redesigning the environmental graphics must be able to convey an enjoyable and comfortable atmosphere while making it easy for visitors to obtain information about Alam Mayang Recreational Park. This design ensures shape harmony and utilizes colour, typography, and pictograms derived from the simplification of the existing facilities and architecture. This approach highlights the unique features of each location within Alam Mayang Pekanbaru.

Colour Meaning

Alam Mayang Recreational Park is one of the few open-air tourist attractions in the city of Pekanbaru. Therefore, the colours used in the design are those that are close to nature and can convey the atmosphere of Alam Mayang Recreational Park in the logo and environmental graphics design. The colour used in the logo design is green. The green used in the logo includes shades of dark green and light green. Both of these colours are closely associated with nature, comfort, and freshness. According to Sulasmi Darmaprawira (2002: 38 and 46), the meanings of light green or yellow-green include growth, freshness, rest, calm, friendship, youth, warmth, newness, and brightness.

The type of colour used in the design is Secondary Color. Secondary colours, also known as second colours, are created by mixing two primary colours (Sadjiman, 2009:25). It can be specified that secondary colours have an infinite range of shades depending on the combination of primary colours.

Design Ideas

a. Visual Meaning

The visual design process begins with creating a logo for the research location. The goal is to establish a unique identity by capturing the visual essence of the location. The visual meaning is inspired by the shape of an "Elephant," which was used in the previous Alam Mayang logo. The elephant has many philosophical meanings across different regions and countries. In science, the elephant is a symbol because this herbivorous animal is known for its high intelligence, good memory, and larger brain compared to other land mammals. Its large, wide ears not only enable good hearing but also help reduce body heat.

Based on an interview with the owner, the elephant in the logo has a specific definition: it represents a rare and unique animal, the largest land species, and a powerful creature. Through brainstorming, several key concepts emerged: Nature, Family, Fun,

Powerful, and Unique. The elephant effectively encapsulates all these keywords. For these reasons, the elephant was developed as the foundation for the Picture Mark. (See Figure 1).



Figure 1. Alam Mayang Logo (Source: Anisa Khaira, 2024)

Using Gestalt theory, the entire icon of the Picture Mark consists of two elements: the head contains the letter "A" and the body contains the letter "M." These letters represent the initials of Alam Mayang. The shape of the Picture Mark is designed to be as simple as possible to avoid confusion and differing perceptions.

For the Letter Mark design, a dynamic font with high readability, clarity, and harmony with the Picture Mark was chosen as an alternative. The selected typography was developed and modified to create a Letter Mark that meets the desired expectations.

Concept of Embodiment/Design

A. a Scope of Design

Segmentation or the scope of design involves grouping based on certain criteria to specialize the targeted audience and avoid a broad focus. The segment targeted here includes tourists visiting Alam Mayang Recreational Park, whether they are from Pekanbaru or outside the city. The target segmentation is based on demographic, geographic, and psychographic factors. In this segmentation study, the target segment serves to understand the visitors or target audience of Alam Mayang Recreational Park from various aspects.

1. Geographic
 - a. Local visitors or tourists from Pekanbaru or outside Pekanbaru.
 - b. Domestic and international visitors or tourists.
2. Psychographic
 - Enjoy seeking new tourist destinations with family.
 - a. Enjoy open-air natural tourist destinations.
 - b. Enjoy open-air natural tourist destinations for family gatherings, communities, or groups.
 - c. Look for recreational places that are relaxing and budget-friendly.
 - d. Age groups are prone to stress due to various demands and responsibilities.

3. Demographic
 - a. Teenagers aged 12 years and adults aged 45 years. The average age of 28.5 years is obtained from the sum of the age range (total age ÷ 2), thus the target age is set at 28 years. The reason for selecting this target age is because individuals in this productive age range are typically busy with work to meet economic needs and responsibilities, whether within the family, community, or group. Therefore, the design will start from this demographic to determine the characteristics of the future design.
 - b. Gender: male and female.

Media Strategy and Media Applications

The media redesign of environmental graphics begins with the logo redesign and the design of the sign system, which consists of pictograms, text descriptions, and other supporting elements such as colour and layout. Ultimately, the entire environmental graphics redesign can be applied to signage, including identification signs, welcome signs, map signs, direction signs, and safety signs.

Pictogram Design

The design of pictograms is divided into two categories: pictograms for public facilities and pictograms for play facilities. In designing the pictograms for play facilities, some places or facilities need to be minimized because each consists of three or more facilities. Therefore, the pictograms are designed by area or grouped facilities, such as the pictograms for the Statue Monument and the Ferris Wheel. (See Figure 2).



Figure 2. Application of Pictogram Colors (Source: Anisa Khaira, 2024)

For the application of colours in pictograms, there are also differences in colour distribution. The pictograms for public facilities consist of a single colour, while the

pictograms for play facilities use two colours within one shape to differentiate between each facility. The meanings of the colours used in the pictograms are based on the book "Warna" by Sulasmi Darmaprawira. (See Figure 3).

No	Warna	Nama Warna	Makna Warna
1		Merah	Berani, kekuatan, agresif, darah, kebahagiaan, marah, bahaya, cinta, kejantanan seks.
2		Jingga	Hangat, semangat, muda, ekstremis, menarik.
3		Kuning	Cerah, bijaksana, terang, bahagia, hangat, pengecut, pengkhianatan.
4		Hijau Muda	Tumbuh, segar, istihafat, tenang, cemburu, iri hati, kaya, kuning, pengkhianatan.
5		Hijau	Kesegaran, kepercayaan, muda, kesabaran, kehidupan, harapan, kesuburan, pertumbuhan.
6		Hijau Biru	Tenang, santai, lembut, diam, setia, kepercayaan.
7		Biru	Damai, setia, lembut, ikhlas, menahan diri, konservatif, pasif, terhormat, depresi.
8		Abu-Abu	Intelektual, sabar, rendah hati, tenang, karangan.
9		Coklat	Hangat, tenang, alami, sentosa, kebersamaan, bersahabat, rendah hati.

Figure 3. The Meaning of Colors in Pictograms (Source: Anisa Khaira, 2024)

Below are the negative and positive forms of each designed pictogram.



Figure 4. Application of Pictograms in Positive Form (Left) and Negative Form (Right) (Source: Anisa Khaira, 2024)

Sign System Design

The design of a sign system in environmental graphics involves creating a signage system for an area or place, whether large or small. This can range from a sign system for a city, village, or mall, to even the smallest scale such as an office signage system. The goal is to identify a place or area and effectively guide someone to a specific location. The information conveyed in a sign system is descriptive, as it is intended to distinctly differentiate people and places. This is done by categorizing locations and naming specific places or rooms. The information contained within environmental information pertains to location (Passini, 1984). Therefore, the sign system must be designed and implemented as effectively as possible to ensure it functions optimally without confusing the audience. It is essential to study and design the sign system to achieve a good visual appearance and appropriate sign forms. This approach is also applied in the design of the environmental graphics for Alam Mayang. The form of the sign system will be based on the previously designed logo and the adjusted pictograms. From the shape of the logo, several alternative sign designs have been developed. Below are the design results for the Welcome Sign and Mapping Sign. (See Figure 5).



Figure 5. Welcome Sign (Left) and Mapping Sign (Right) (Source: Anisa Khaira, 2024)

The sign system design is also developed into identification signs and direction signs. (See Figure 6).



Figure 6. Identification Sign and Direction Sign (Source: Anisa Khaira, 2024)

The following is a review of the work on the sign system designed for the Alam Mayang tourist site. The aim is to provide information to visitors and make it easy to identify locations within Alam Mayang. The pictogram design is divided into two categories: public facilities and play facilities, to make it easier for visitors to identify different areas of Alam Mayang. Each category is differentiated by the number of colours used. Public facilities use two colours, while play facilities use three colours, with each colour being a variation of the base colour. The colours used in the pictograms are soft tones that convey the previously described atmosphere. The placement of the sign system is based on the pre-designed layout. (See Figure 7).



Figure 7. Sign Placement Planning Map (Source: Anisa Khaira, 2024)

4. CONCLUSION

The conclusion of the research on the Redesign of Environmental Graphics is that the newly designed sign system provides ease for visitors to the recreational park. All facilities and attractions at the location have been integrated, ensuring that information is effectively communicated to visitors at Alam Mayang Recreational Park in Pekanbaru. Additionally, the redesigned sign system uses visually easy-to-understand signs, making them function optimally and effectively. Designing the sign system on-site represents the unique identities present in the location, with everything designed in unity. This redesign has remapped the area of Alam Mayang Recreational Park, making it easily accessible to visitors and assisting the management in efficiently overseeing the park.

Based on the results of the Environmental Graphics Redesign, several recommendations can be made. It is suggested that the management of the location use this Sign System design to facilitate site management. Additionally, the management should consider upgrading technology by integrating the sign system into software applications,

such as mobile phones. Graphic designers, design researchers, and design observers should contribute and collaborate with relevant parties. This research is expected to serve as a reference for future designs, as it is still far from perfect.

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