

ABSTRACT

The phenomenon of increasing the number of students every year at Telkom University is certainly very good for the campus and also in the surrounding environment. With the large number of overseas students of course very impact on the environment around the campus one of which is the wheel of economic turnaround society that is in the vicinity of Telkom University. Increasing the number of Small and Medium Enterprises each year that is managed or owned by the surrounding community indicates that overseas students are very dependent on the needs of their life with Small and Medium Enterprises around the campus. The various types of businesses that benefit from this phenomenon is kos or rented, photocopy, stationery seller, food, laundry and also a grocery stall. There are so many new students of Telkom University who have difficulties to get information about the environment around campus, for the internal area of student campus is greatly assisted by the presence of signage in the campus area. While the information about the external environment of the campus and surrounding areas is completely absent, even though the information is very important for students in carrying out their activities during education at Telkom University, because most of the students need related to campus activities. In addition, the lack of socialization to new students to the environment around the campus to make students slow to adapt and get the required information.

Seeing the lack of information about the surrounding environment in Telkom University, the authors plan to create an information media that can bridge the needs of students with the hope of simplifying the activities of students daily and providing information about the surrounding environment in the area of Telkom University.

Keywords: Student Increase, Daily Needs, Information Media