

ABSTRACT

The Jakarta Textile Museum is one of the educative and communicative museums in Jakarta. Visitors who come to this Museum will get information and learn about traditional Nusantara Textiles. The museum every day finds visitors very crowded but lacks graphic and informative communicative environments. Including the absence of a map of the location and location of the building in the Museum. In making the environmental graphics of the Jakarta Textile Museum the author uses several methods of analysis, namely, observation methods, interview methods, literature studies, and questionnaires to obtain data or information needed by the author. The main purpose of making environmental graphics at the Jakarta Textile Museum is to attract the end so as not to get bored with the Textile Museum and be able to remember the identity of the Museum. Signage and wayfinding to direct visitors to be more informative and effective at the Jakarta Textile Museum which adopts Jakarta's local identity for the effectiveness of visitors in knowing the location and layout of the rooms in the Textile Museum. Information in the batik gallery that is less informative requires a change so that the information can be received by visitors to the Textile Museum. And get the information needed for how long at the Jakarta Textile Museum.

Keywords: Environmental graphics, signage, wayfinding, Jakarta Textile Museum, local identity