

ABSTRACT

Nowadays, urban areas in Indonesia are experiencing a very large increase in population density and the quantity of open land in each city is getting thinner, this is feared to cause various environmental pollution. Seeing this phenomenon, the City of South Tangerang provides green space where city parks are included. Unfortunately, many of the people of South Tangerang City themselves do not understand the existence and function of city parks in South Tangerang because there is no identity and media that provide effective and detailed information about it. For this reason, it is necessary to design an identity for city parks in South Tangerang City. Visual identity that is delivered through the information media is very likely to be used as a solution.

This research was made to find out the understanding of the people of South Tangerang City about city parks in South Tangerang City and to know how to design media that can provide information about city parks in South Tangerang City effectively and in detail. The object of this research took a sample from one of the city parks in South Tangerang City, namely Taman Kota 1. This research will produce a visual identity that is applied to various information media. With this, the identity and information of city parks in South Tangerang City will be able to be understood and accessed easily and quickly which will later be expected to increase public interest in using the city parks facilities in the South Tangerang City.

Keywords: Visual Identity, Media Information, City Park, South Tangerang