

Abstract

Abipraya Ubud is one of resort that affected during the COVID19 (coronavirus disease 2019) pandemic. This resort is a local resort that has the potential to compete with international resort in the surrounding area. The owner of Abipraya Ubud designed an innovation by carrying out art activities as a solution to increase lodging income. In this research, the methods used in data collection were observation, interviews, and literature study. Furthermore, it will be analyzed with observational analysis and interview analysis. And at this time, in a place or during activities there is a term for the capacity of the number of people in one place so that there are no crowds. The results of this research give a solutions through graphic design so that visitors are more independent when participating in these art activities. For the examples are designing Environmental Graphic Design (EGD) and digitalization it with various additional media to make it more informative, because this design concept is self service. This design can provide the availability of information what they need and can become a new identity for this resort.