

ABSTRACT

Sea Turtle is one of the protected animals under Indonesian law since its population is threatened with extinction. The coastal area of Pariaman city is the habitat of 3 out of 6 turtle species in Indonesia. To monitor and protect turtle habitat in the area, UPTD Pariaman Turtle Conservation was formed. Supported by a conservation-based ecotourism area development plan, with high-value tourist destination potential, this can encourage economic growth. With that attraction, an informative navigational information media was designed for the Pariaman Turtle Conservation area. This research aims to make the visit process more effective and efficient while in a conservation area. The data collection process uses qualitative methods through descriptive analysis, including direct observation of the location, interviews with related sources, data collection using literature studies, and comparison matrix analysis. The data is collected and analyzed to obtain a solution to support the infrastructure of the conservation area, with the design of the Environmental Graphic Design, will create a new identity for the Turtle Conservation of Pariaman City as a means of information on the existence of ecotourism areas that have the potential to be better known by the international community so that they can compete at world level.

Keywords: *Environmental Graphic Design, Conservation, Sea Turtle, Signage.*