

ABSTRACT

Langsat Park or commonly known as Langsat Elderly Park is a city park which was inaugurated in 2010 by the Governor of DKI Jakarta Fauzi Bowo which is located on Jalan Barito, right behind the Barito Bird Market. Aside from being a city park, Langsat Park also functions as a place to disseminate plant seeds for the needs of the City Government of DKI Jakarta. The results of the study show that Langsat Park has several problems such as lack of information, ineffective signage layout, and lack of interesting activities for visitors. Based on these problems, an EGD was designed which contained information about the history of Langsat Park, park maps, information about history and information on the plant species in it. This research was conducted using a mixed qualitative and quantitative approach through observation, interviews, questionnaires, and literature studies as well as data analysis using comparative matrix analysis to understand the characteristics of Langsat Park and the needs of visitors. Through this design, it is hoped that it can provide convenience and comfort for visitors who come to Langsat Park and in the end can strengthen the image of Langsat Park.

Keywords: *City Park, Environmental Graphic Design, Signage, Wayfinding.*