

ABSTRACT

The success of the tourism sector in Gunungkidul Regency has become one of the main sources of the regional economy. Tepus Tourism Village Gunungkidul came with a new side of Gunungkidul tourism to show more than it's natural resources, by promoting the traditional culture and the community's activities wrapped in local small business centers with educational purposes. Blessed with great potential and its own uniqueness, Tepus Tourism Village should also have supported facilities and a good delivery of information to maximize the educational purposes and providing a comfortable experience for their tourists. Therefore, an information media will be designed to support the educational purposes and tourism of Tepus Tourism Village. This research collects data by direct observation, interviews, and literature studies. Qualitative method is used as the main method in the research process, matrix analysis and SWOT analysis methods is also used to analyze the data collected. The results of this analysis will then become a solution and design that is expected to fulfill the goals of maximize the delivery of information and supporting the infrastructure of the Tepus Tourism Village so that it can increase the hospitality and motivation for tourist to visit Tepus Tourism Village.

Keywords: *Tourism, Tourism Village, Information, Environmental Graphic Design*