

ABSTRACT

Patriot Bina Bangsa Urban Forest Park is a park located in the center of Bekasi City which acts as a Green Open Space and has a local historical symbol value with the existence of the Bekasi People's Struggle Monument. This park has an area of about three hectares and this makes this park one of the Green Open Space with a fairly large scale in Bekasi City. However, based on observations, Bina Bangsa Patriot Urban Forest Park has not been equipped with visual communication systems such as direction boards, area markers, and information boards that are adequate. This will cause visitors to be unable to find public facilities, identify spatial zoning, and not knowing important information related to the Bina Bangsa Patriot Urban Forest Park. Based on these phenomena and problems, the design of Environmental Graphic Design can provide convenience for visitors to visit and to support the park's function as a comfortable green open space. This design processes data by conducting literature studies, interviews, field observations, and using qualitative research methods, then using comparison matrix analysis methods and SWOT (Strength, Weakness, Opportunity, and Threat) as a method for analyzing the data that has been collected. Signage design with visual elements such as pictograms is a solution to make it easier for visitors to find available facilities. This proves that this design supports the aspects of comfort and understanding of visitors to the surrounding environment.

Keywords: *Environmental Graphic Design, Urban Forest Park, Bekasi.*