

ABSTRACT

Boyolali, located in Central Java, has tourism potential that showcases natural beauty. In its effort to preserve biodiversity, Boyolali has established an ecotourism site in the form of ex-situ conservation, namely the Indrokilo Botanical Garden. The Indrokilo Botanical Garden attracts numerous visitors. However, it still features informational signage that is inadequately presented, limited directional guidance, and a lack of visual appeal in its information boards. In response to these issues, there is a need to develop an environmental graphic design for the Indrokilo Botanical Garden. This design utilizes qualitative data gathered through observation, interviews, and literature review. The collected data is then analyzed using a comparison matrix and SWOT analysis. The analysis results will provide solutions that facilitate visitors in accessing information and navigating to desired locations within the Indrokilo Botanical Garden.

Keywords: *Botanical garden, environmental graphic design, information*