

ABSTRAK

Komplek pemerintahan kabupaten Deli Serdang merupakan pusat kedinasan yang ada di kabupaten Deli Serdang yang memiliki luas 8,4 hektar. Komplek pemerintahan ini menjadi pusat kedinasan sehingga masyarakat dapat langsung melakukan segala hal administrasi pemerintahan ke kantor dinas yang mana dulunya masyarakat harus mengurus di kantor desa terlebih dahulu. Namun, komplek pemerintahan kabupaten Deli Serdang belum memiliki sistem tanda untuk semakin mempermudah masyarakat saat berada di komplek pemerintahan. Tujuan tugas akhir ini adalah menghasilkan rancangan grafis lingkungan yang diaplikasikan sesuai dengan kebutuhan komplek pemerintahan. Grafis lingkungan ini berguna untuk membantu masyarakat mengetahui tata letak, denah lokasi, dan identifikasi setiap gedung. Metode pengumpulan data yang digunakan dalam perancangan ini antara lain observasi, studi Pustaka, dokumentasi, kuesioner, dan wawancara. metode analisis data yang digunakan dalam perancangan karya adalah *Sign Age Pyramid Methode*. Perancangan yang disajikan dalam karya ini adalah berupa *sign system*, *pictogram*, serta media lain seperti kokarde yang akan ditempatkan pada jalan masuk, persimpangan dan depan gedung serta fasilitas. Proses perancangan *sign system* melalui beberapa tahapan proses berkarya dengan urutan proses pengumpulan data, proses brainstorming proses sketsa dan proses digitalisasi. Ide perancangan ini adalah membangun suasana nyaman, asri, formal dengan mempertahankan budaya yang ada di kabupaten Deli Serdang.

Kata kunci : *Komplek Pemerintahan, Kabupaten Deli Serdang, Piktogram, Sign System*



ABSTRACT

The Deli Serdang district government complex is the official center in the Deli Serdang district, which has an area of 8.4 hectares. This government complex is the official center so that the community can directly carry out all government administration matters at the service office, whereas in the past the community had to take care of them at the village office first. However, the Deli Serdang regency government complex does not yet have a sign system to make it easier for the public to navigate when they are in the government complex. The purpose of this final project is to produce an environmental graphic design that is applied according to the needs of the government complex. This environmental graphic is useful for helping the public know the layout, location plans, and assistance for each building. Data collection methods used in this design include observation, library research, documentation, questionnaires, and interviews. The data analysis method used in designing the work is the Sign Age Pyramid Method. The designs presented in this work are in the form of sign systems, pictograms, and other media such as cockades, which will be placed at the entrance, at intersections, and in front of buildings and facilities. The sign system design process goes through several stages, including data collection processes, brainstorming processes, sketching processes, and digitization processes. The idea behind this design is to build a comfortable, beautiful, and formal atmosphere by maintaining the culture that exists in Deli Serdang district.

Keywords: Government Complex, Deli Serdang Regency, Pictograms, Sign System



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