

ABSTRAK

Taman Kota 1 BSD merupakan sebuah ruang terbuka hijau yang terletak di Kota Tangerang Selatan, Banten. Berisikan fasilitas-fasilitas seperti taman bermain, taman bermain edukasi Pertamina, jogging track, skate park, track batu refleksi, kantin, toilet, mushola, panggung, jembatan gantung Bangkirai dan area parkir mobil dan motor. Taman Kota 1 BSD memposisikan diri sebagai objek wisata alam yang dapat dikunjungi oleh berbagai kalangan usia sekaligus tempat resapan air dan paru-paru di tengah kota Tangerang Selatan. Namun Taman Kota 1 BSD belum memiliki sistem tanda untuk memberikan informasi kepada pengunjung agar memudahkan dalam mencapai suatu lokasi di area Taman Kota 1 BSD. Tujuan tugas akhir ini adalah menghasilkan rancangan *Sign System* yang diaplikasikan sesuai dengan kebutuhan Taman Kota 1 BSD, *sign system* ini berguna untuk membantu pengunjung mengetahui tata letak, denah lokasi, dan identifikasi setiap lokasi saat berkunjung ke Taman Kota 1 BSD. Metode pengumpulan data yang digunakan dalam perancangan ini antara lain observasi, studi pustaka, dokumentasi. Metode analisis data yang digunakan dalam perancangan adalah metode S.W.O.T dan USP. Perancangan yang disajikan adalah berupa *landmark*, *sign system*, *pictogram*, serta media pendukung lainnya seperti *id card* dan *tumbler*. Proses perancangan *sign system* melalui beberapa tahapan proses berkarya dengan proses urutan yang sebagaimana telah dipelajari selama waktu perkuliahan.

Kata Kunci : Taman Kota 1 BSD, Ruang Terbuka Hijau, Informasi, Sign System.

ABSTRACT

Taman Kota 1 BSD is a green open space located in South Tangerang City, Banten. It contains facilities such as a playground, Pertamina educational playground, jogging track, skate park, reflection stone track, canteen, toilet, prayer room, stage, Bangkirai bridge, and car and motorcycle parking area. Taman Kota 1 BSD positions itself as a natural tourist attraction that can be visited by various ages as well as a water catchment area and lungs in the middle of South Tangerang city. However, Taman Kota 1 BSD does not yet have a sign system to provide information to visitors to make it easier to reach a location in the Taman Kota 1 BSD area. The purpose of this final project is to produce a Sign System design that is applied according to the needs of Taman Kota 1 BSD, this sign system is useful to help visitors know the layout, location plan, and identification of each location when visiting Taman Kota 1 BSD. Data collection methods used in this design include observation, literature study, and documentation. The data analysis method used in the design is the S.W.O.T and USP methods. The design presented is in the form of landmarks, sign systems, pictograms, and other supporting media such as id cards and tumblers. The sign system design process goes through several stages of the work process with the sequencing process as learned during lectures.

Keywords: *Taman Kota 1 BSD, Green Open Space, Information, Sign System.*

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