

Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

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ABSTRACT

Environmental Graphic Design (EGD) is one of the graphic design objects in an area. Its purpose is to provide information about the placement and identity of a place. EGD is usually used as a complement to interiors and architects. But that does not mean that EGD is underestimated, one of which is in the hospital area. Pondok Indah Group Hospital (RSPI) is a private hospital that manages three hospitals in Indonesia, one of which is RSPI-Puri. The main problem is the different EGDs of each branch. This makes the difference in the identity of the EGD from each RSPI, each hospital branch is unique and different in processing the EGD and one of the references for other branch hospitals is RSPI - Puri which is quite good, especially in the EGD of the pediatric clinic area. Therefore, research was conducted at RSPI - Puri on the interior area of the pediatric clinic. This research uses a descriptive method to be able to describe and classify the EGD and images that exist in the pediatric clinic area (Pediatric) RSPI-Puri. The purpose of this research is to describe the EGD and mural images that exist in the pediatric clinic at RSPI-Puri in terms of visual elements and functions. The benefit of this research is to add to the scientific treasure of EGD in hospitals. The result of the research is that there is a theme of wildlife and forest in the signage mural and sign system visualized in a continuous children's clinic.

Keywords: EGD, Child Drawing, Mural, Hospital

INTRODUCTION

Environmental Graphic Design (EGD) or known as environmental graphics is any form of graphics in an environment, including directions, information boards and graphic ornaments including writing or names on buildings in two-dimensional or three-dimensional form (Ulva, 2020). One of them is signage design which is part of environmental graphic design (EGD) whose purpose is very important to direct the route or destination, especially public spaces, such as hospitals (Puttipakorn, 2017). EGD is also supported by the use of visual elements consisting of shape, color, illustration and typography. These four visual elements are interrelated and can become a unified logo (Hanindharputri, 2017).

Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

EGD can be designed in accordance with the company's visual identity, which is a simplification of complex concepts and ideas that each person or company has (Maymun & Zakiy 2018). The goal is for EGD to match the characteristics of the company. Environmental Graphic Design focuses on the visual aspects of a place, with the understanding that not all places require an environmental graphic system (Ramandhita and Indrayana). In environmental graphics, one of which is murals in environmental graphic design (EGD) has an important role in conveying messages and information visually to visitors (Fadilla, 2023). Murals can be used to clarify information, attract attention, and give a positive impression on the surrounding environment (Fathoni, 2023). Murals in EGD can also help in creating a strong and memorable visual identity. And this can happen in public areas, especially in the health sector, namely in hospitals.

Rumah Sakit Pondok Indah Group (abbreviated as RSPI), see Figure 1, is a private hospital group that manages three hospitals in Indonesia, namely RSPI - Pondok Indah, RSPI - Puri Indah and RSPI - Bintaro, which provide health services. The role of environmental graphic design at Pondok Indah Hospital really helps visitors to get information without asking questions. Of the three branch hospitals have different EGDs, this makes the main problem in the aesthetics and visual identity of the Pondok Indah Hospital. Visual aesthetic problems in hospitals may occur when the design does not achieve a balance between visual aesthetics and function (Ardananto). Each hospital branch has a unique and different identity in processing the EGD and one of the references for other branch hospitals is RSPI - Puri which is quite good, especially in the EGD of the pediatric clinic area. A consistent visual identity can reflect the image relevant to the hospital and help in creating a strong and memorable visual identity (Kansa, 2023). Research on EGD in hospitals can help speed up the healing process of patients, especially children, by creating a conducive and calming atmosphere (Sari). In addition, EGD can also help facilitate patients and visitors in finding directions and information needed in the hospital. So, this research will focus on the EGD of RSPI - Puri, especially in the interior area of the pediatric clinic. This area is chosen because it has different characteristics and blends with children from the murals displayed. Signage and visual images displayed are different from other areas because of its purpose and target for children. This research will examine the design composition, color, material usage and its function. The purpose of this research is to describe the EGD and images in the pediatric clinic at RSPI-Puri in terms of visual elements and functions, see Figure 2.

Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic



Figure 1. RSPI – Puri Indah
Source : google image



Figure 2. Children Clinic Interior of RSPI – Puri Indah
Source: Author Documentation

METHOD

The research method used is descriptive method. Descriptive method in environmental graphic design (EGD) is a method used to describe or explain in detail about graphic design objects related to wayfinding, communication of identity and information, and shaping audience experience of a place. So that researchers can describe and classify deeply and systematically.

The descriptive method in this research is used to reveal the actual problem and can describe the problems that occur in the EGD. Each RSPI branch has uniqueness and differences in the



Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

application of the design of each EGD, especially in the interior of the pediatric clinic, this triggers to reveal the problem of design identity that is not consistent throughout the RSPI branch. In the end, RSPI-Puri is the reference for EGD, especially in the interior of the pediatric clinic (Pediatric) because it has been specially designed with children's nuances. With the clinic area made with different nuances and atmosphere in order to help accelerate the healing process of patients, especially in children by creating a conducive, calming, and interactive atmosphere. In addition, this research was conducted to find out and describe the design composition, colors, and materials used and their functions. Later the data can be summarized into an analysis

Data collected using collection techniques in the form of direct observation of the interior of the pediatric clinic (Pediatric) RSPI - Puri by analyzing signage and images that have been installed (existing). The data is used as a direct observation of the environment or place designed to collect data on the characteristics, needs, and patterns of user interaction with the environment because the pediatric clinic is different from other clinics. As well as supporting data to analyze EGD regarding wayfinding, identity and information communication, audience experience, and the role of color that brings a sense of space. The literature used are books, journals, magazines, and the internet related to environmental graphic design and its role in hospitals.

RESULT AND DISCUSSION

Rumah Sakit Pondok Indah Group (abbreviated as RSPI) is a private hospital group that manages three hospitals in Indonesia, namely Pondok Indah-Pondok Indah Hospital, Pondok Indah-Puri Indah Hospital, and Pondok Indah-Bintaro Jaya Hospital. Environmental Graphic Design at Pondok Indah Hospital has an important role, namely to assist users (patients, families, and medical staff) in navigation and orientation in a complex hospital environment. The problems that occur from the three hospitals have differences in EGD, this makes a major problem in the aesthetics and visual identity of the Pondok Indah Hospital. The EGD at the pediatric clinic at Pondok Indah Hospital is one that has differences among other clinics, especially in terms of environmental nuances and graphics. Pediatric clinics that are fairly good in terms of environmental graphics are in the Puri branch of RSPI.

In previous research, Umeda Hospital Environmental Graphic Design Study made by Brian Alvin Hananto, Eldad Timothy, Rafi Krisananda, Togu Stefanus Pelita Harapan University. In this study using a qualitative approach and literature study method. With the results of the study in the form of research conducted using literature studies on the texts of Calori & Vanden-Eynden and also Skolos & Wedell. The study of the design is carried out by deconstructing it based on the signage pyramid method, then viewing it as a graphic design object that has image and writing elements. So that the author can conclude how the EGD is



Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

designed not only functionally, but also conceptually and also has aesthetic considerations that are no less important.

EGD research at RSPI-Puri, not only examines in terms of signage but examines environmental graphics in the pediatric clinic area with murals that build a more interactive clinic feel to the images created and specifically for children.

Environmental Graphic Design

Environmental Graphic Design (EGD) is graphic design that encompasses interior design, landscape, industry, urban planning, architecture, and behavioral psychology. EGD deals with the visual aspects of wayfinding, information design, and identity to develop the graphic atmosphere of a place. EGD can be referred to as the relationship between art and science because it includes signs, symbols, maps, sculptures, fixtures, light, sidewalks and all architectural and graphic elements (Biosci, 2019). EGD can also play an important role in public spaces, especially in health facilities, one of which is a hospital. The role of EGD in hospitals is used to separate components such as image and type in signage, and to provide identity to locations within the hospital. EGD also plays a role in communicating information to visitors in hospitals, such as displaying information about health services and the capabilities of existing facilities.

As part of graphic design, EGD cannot be separated from the two main components of graphic design, namely Type (writing) and Image (picture). The understanding and differences between these two elements are explained by Skolos & Wedell when discussing how they are 'read' in different ways (Skolos and Wedell, 2011). An image can give meaning to an intended target audience. Meanwhile, type (writing) informs an implicit message.

Environmental Graphic Design Pondok Indah Hospital – Puri

The interior atmosphere of RSPI from all branches has similarities (there is a common thread) and what makes the difference is that the interior of the pediatric clinic from each branch has a different image and type and which is quite interesting at RSPI-Puri.

Based on the existing problems, some of the problems encountered in the environmental graphic design of Pondok Indah Hospital - Puri in the interior of the pediatric clinic include:

1. Disconnection between EGD RSPI - Puri, especially in the identification sign (room area and room number).
2. Differences in environmental graphics specifically for pediatric clinics with other clinics that do not have special environmental graphics.
- 3.

EGD Analysis of Pediatric Clinic at Pondok Indah Hospital – Puri

EGD in the interior of the pediatric clinic (Pediatric) RSPI - Puri the atmosphere built in this interior area is aimed at children, Figure 3. Inside there is signage (identification sign) and animal mural atmosphere that contrasts and matches the theme presented. Environmental



Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

Graphic Design (EGD) in pediatric clinics can provide important messages related to biodiversity, care for the environment, and patient comfort. Murals of tropical animals and plants can be used to create a child-friendly environment and give the impression of cheerfulness and warmth for children visiting the clinic.

In the image part (mural image) with the tropical theme of animals and plants that are depicted have attractiveness. Children who visit the hospital are in a less healthy condition, the atmosphere of the mural can help change the atmosphere of the children to be positive and acceptable. In creating a pleasant atmosphere, the role of interior color is very important, because with certain color compositions can be created a pleasant atmosphere and can improve the quality of the child's growth and development process (Sari, 2004). In type (writing) only informs the area of the children's clinic (identification sign) and numbering clinics with murals or colors that are representations of animal identity.

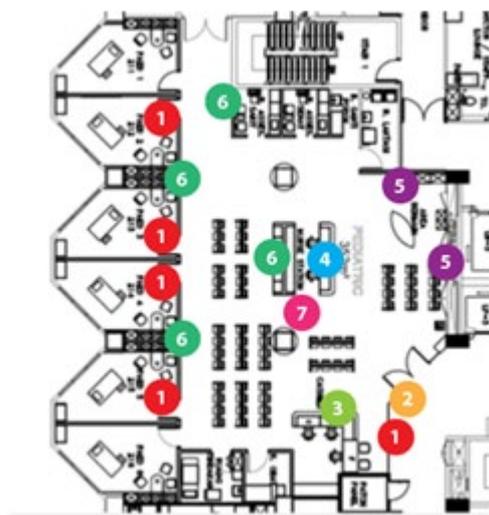


Figure 3. Interior plan and analysis points of the pediatric clinic of RSPI – Puri Indah
Source: RSPI-Puri

1. Identification Sign / Type

Identification Sign which functions to identify an area, room, building and other public facilities. (Anisa, 2016: 24). A good identification sign must meet several important criteria, such as visibility, sufficient contrast, and the use of clear symbols (Signarama). In contrast, there is a difference between naming the clinic area and the clinic number.

Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

Whereas the clinic number has characteristics that interpret the animals to be, see Figure 4.



Figure 4. Identification sign of number and name of consultation room

2. Mural at the Clinic Entrance Area



Figure 5. Mural in the registration and cashier area

By using the elephant symbol in the clinic area, it can invite positive energy into the atmosphere and life. (Dopita, 2021). mural of adult elephants and children elephants playing in a hospital can have symbolic meanings. Adult elephants are often considered as a symbol of strength, wisdom, and protection, while child elephants represent innocence, playfulness, and growth. When depicted playing together, this mural can depict a pleasant atmosphere,

Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

warmth, and cheerfulness in the hospital environment (rofiqoh). While in the background, the dominating colors are green 51% and grey 49%, see Figure 5.

4. Mural in the Nursing Room Area



Figure 6. Mural in the registration and cashier area

The meaning of flowers in the illustration is a representation of mood. As the mood of a mother towards her child. (Karamah, 2020) The meaning of butterflies on flowers is a representation of love (Setiawan, 2011). However, the mural is dominated by the color green so that the points conveyed are less contrasted between the foliage mural and other images. So that it can cause boredom, see Figure 6.

5. Mural in the Child Vaccine Waiting Area



Figure 7. Mural in the registration and cashier area

Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

Birds are fascinating symbols because they can fly with freedom from the earth. These animals soar high in the sky, connecting us with heaven. Birds are considered messengers to convey our humble requests to the gods. (Monica, 2022). The use of bird murals can give the impression of cheerfulness and warmth, which can help reduce children's anxiety when visiting the clinic. In addition, bird murals can also be a means to teach positive values to children, such as caring for animals and nature. Different from other murals, the color that dominates in this mural is more contrast in the use of color against the object rather than the use of green color, see Figure 7.

6. Mural in the Polyclinic Waiting Area

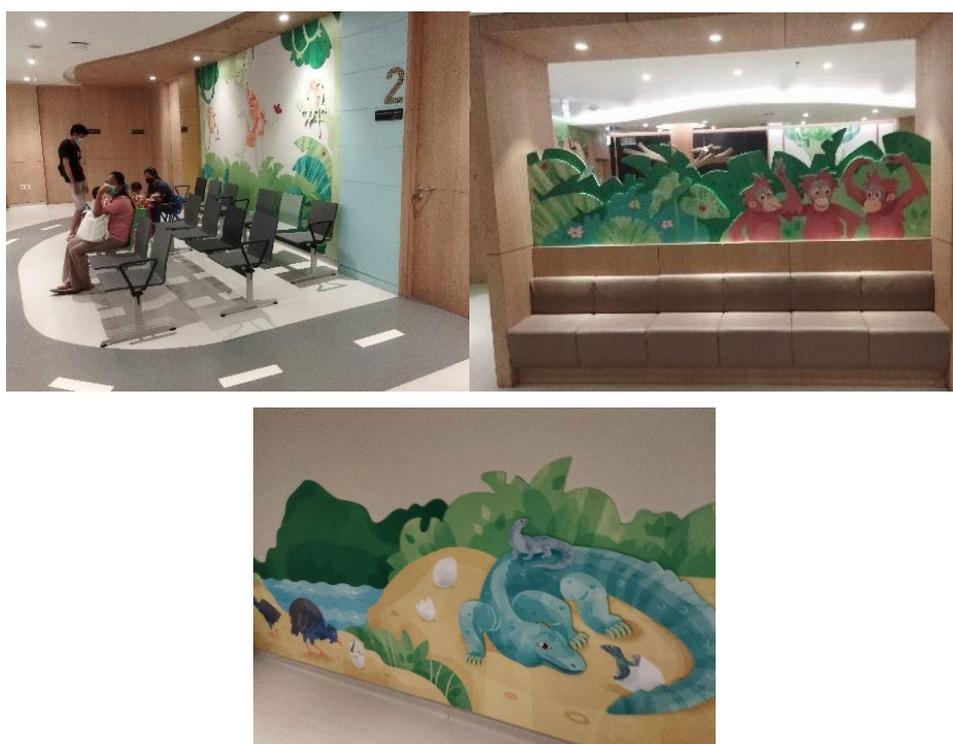


Figure 8. Mural in the polyclinic waiting area

The animal murals above can provide important messages related to biodiversity and environmental awareness. The murals can be used to introduce children to native Indonesian animals, as well as teach important values related to biodiversity and environmental protection (Sutjitra, 2020), see Figure 8.

7. Mural on the way to the Polyclinic

This way mural is intended to direct the road to the pediatric polyclinic from number one to number four.



Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

A good and correct children's mural must also pay attention to the context of its use, such as in a pediatric clinic, hospital, or other environment that can be accessed by children (Qothrunnada, 2021). In the murals that are displayed in the children's clinic area, on average, the colors used are bright colors and the dominating color is green. According to interior designer Anies Alkuratu, color is a compound of the interior. It is quite closely related to children's emotions. The colors that are more recommended are bright colors that can be optimized to stimulate creativity, give enthusiasm, affect aesthetic taste, strengthen imagination, and strengthen motor stimulation. And the color green has the meaning of Supporting balance, harmony, love, communication, acceptance. This color is considered to have the power for healing and the ability to calm and refresh. It is a color of balance, very beneficial for emotional and psychological conditions that include stress, emotional distress, and various fears (Astarina).

The mural of animals and tropical forest can help children understand the importance of animals and teach positive values related to animals, such as caring for animals and nature (Dian, 2022). The mural conveyed in the image of animals shows affection and is like a family of mother and child who love each other. The representation of several animals such as lions, monkeys, elephants, birds and crocodiles makes the tropical atmosphere more lively.

The lack of children's interactive space in the children's clinic area and there are only mural images displayed. Because children's interactive spaces have an important role in supporting children's development (Fauzi, 2020). children's interactive spaces can have a positive impact on improving children's social interaction, creativity, and learning. Children's interactive spaces can also be a place to play, learn, and express for children, see Figure 9.



Figure 9. mural on the way leading to the polyclinic

Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

CONCLUSION

From the research that has been done, the following data is obtained.

1. Identification Sign / Type (Writing); clear readability, the naming of the children's clinic is problematic when viewed from a distance of 3-4 meters, the identification sign is not clearly visible because the area is surrounded by illustrations. The theme and color in the writing of the children's clinic are not sustainable.
2. Mural at the Clinic Entrance Area; Trees, animals and other plants.
3. Mural in the Registration and Cashier Area; In the mural in this area there are 3 elephants, a mother elephant, 2 elephant calves and a plant background.
4. Mural in the Nurse's Room Area; Leaves, flowers, monkeys and butterflies
5. Mural in the Child Vaccine Waiting Area; In the child waiting area, there are two different illustrations. On the right side there is a picture of an adult tiger and a lion cub. And in the right area there are illustrations of types of birds.
6. Mural in Polyclinic Waiting Area; In the pediatric polyclinic waiting room there are 3 different illustrations. The first illustration depicts a forest scene in which there are four monkeys hanging and one of them is an adult monkey who is holding a child. The second illustration depicts trees and three monkey children playing or joking. The third illustration depicts the side of a swamp, land and there is a picture of a crocodile holding its child. The adult crocodile is also observing the hatching eggs and appears to be protecting them from predators such as the bird that cracked the egg on the bottom left side.
7. Mural on the Road to the Polyclinic; this highway illustration is not sustainable with the tropical forest theme and is more suitable for the urban theme.

The theme of the environmental as a whole is animal life in the wild which is still closely related to the world of children, visible images of mothers and children of animals whose meaning is also in accordance with the world of children.

However, in terms of presentation, there is something that is still not appropriate, namely in point 1 The naming of the children's clinic is problematic when viewed from a distance of 3-4 meters, the identification mark is not clearly visible because the area is surrounded by illustrations. The theme and colors in the writing of the children's clinic are not sustainable and point 7 the illustration of the highway is not sustainable with the tropical forest theme and is more suitable for urban themes. points 2-6 the theme and visuals are very appropriate.



Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

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Analysis of Environmental Graphic Design in the Interior of the Pondok Indah Hospital Pediatric Clinic

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