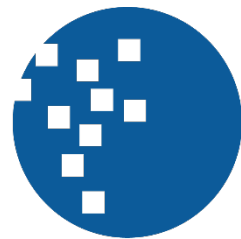


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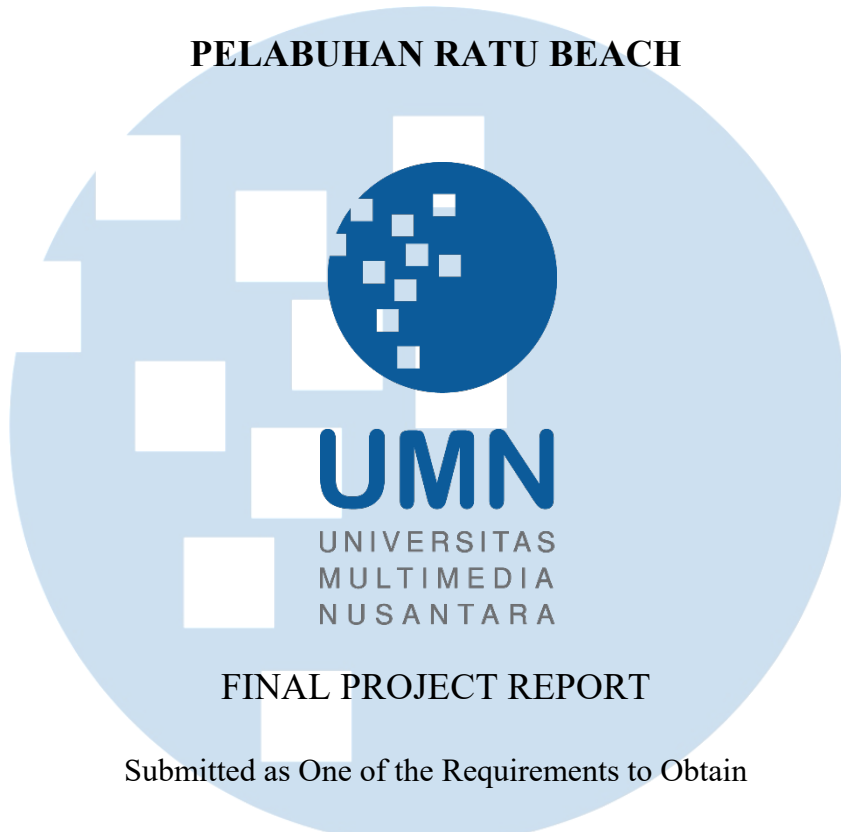
**FINAL PROJECT REPORT**

**Abigail Nathania**

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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM  
FACULTY OF ART AND DESIGN  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2024**

**SAFETY SIGNAGE DESIGN FOR  
PELABUHAN RATU BEACH**



**FINAL PROJECT REPORT**

Submitted as One of the Requirements to Obtain  
Bachelor of Design (S.Ds.)

**Abigail Nathania  
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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM  
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## NON-PLAGIARISM DECLARATION PAGE

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is the result of my own work, not plagiarized from research papers written by another person, and all other sources, both cited and referenced, have correctly been stated and included within the Bibliography.

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## APPROVAL PAGE

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By

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From 13.00 to 13.45 and declared as

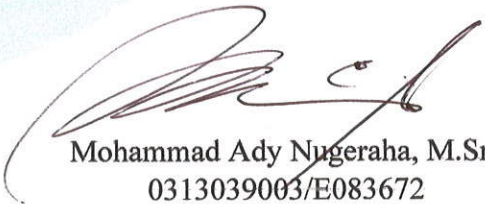
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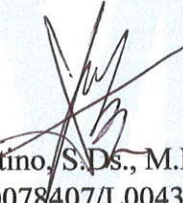
Chairperson of the Examination

  
Dr. Sn. Yusup Sigit Martyastiadi, S.T., M.Inf.Tech.  
0319037807/E023902

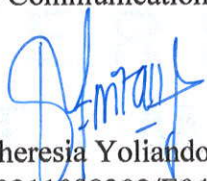
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## APPROVAL PAGE FOR THE PUBLICATION OF SCIENTIFIC WORK FOR ACADEMIC PURPOSES

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For the sake of scientific development, agree to grant Universitas Multimedia  
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## FOREWORD

Praise be to the completion of the author's final project and thesis report entitled "Safety Signage Design for Pelabuhan Ratu Beach". This project was created with the author's love of the ocean in mind and a dream to one day explore the seas. Beaches are the gateway to endless waters, and it's important to understand what will be dealt with. With this project, the author hopes that people can enjoy beaches and the ocean without endangering their lives.

While doing this project, the author experienced a lot of things that would otherwise be unlikely to happen. A lot of valuable lessons are learned and the author has grown so much as a person. The author also learned a lot about beach safety and the state of beach tourism at Pelabuhan Ratu. Both has helped the author to understand the world a little bit better and the author is content with what this project has achieved.

This project would not have reached its completion without the aid, guidance, and motivation of the people around the author. Therefore, the author would like to express gratitude to:

1. Dr. Ninok Leksono, M.A., as the Rector of Universitas Multimedia Nusantara.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as the Dean of the Faculty of Art and Design at Universitas Multimedia Nusantara.
3. Fonita Theresia Yoliando, S.Ds., M.A., as the Head of the Visual Communication Design Study Program at Universitas Multimedia Nusantara.
4. Tolentino, S.Ds., M.M, as the Final Project Supervisor who has given valuable guidance, direction, and motivation throughout the process of finishing this project.
5. My family who has given me endless support and for accompanying me throughout the process of this project.

6. All of my friends who I cannot name individually, for always being there during the ups and downs of this project.

The author hopes that this project can be helpful and maybe even a form of inspiration for future students of Universitas Multimedia Nusantara.

Tangerang, January 22<sup>nd</sup> 2024



Abigail Nathania



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# SAFETY SIGNAGE DESIGN FOR PELABUHAN RATU BEACH

Abigail Nathania

## ABSTRAK

Cara menjaga keselamatan pantai merupakan hal yang penting untuk dipahami ketika mengunjungi sebuah pantai, namun pada saat ini masih terdapat kekurangan informasi yang tersedia untuk dibaca oleh masyarakat. Selama beberapa tahun terakhir, banyak terjadi kasus tenggelam di Pelabuhan Ratu, Kabupaten Sukabumi, dan hal ini disebabkan oleh ketidaktahuan korban mengenai prosedur keselamatan di pantai. Apabila kekurangan media informasi dan kurangnya pengetahuan masyarakat terus berkelanjutan, hal ini dapat menyebabkan terjadinya lebih banyak insiden yang mengancam jiwa di pantai. Dengan mempertimbangkan hal tersebut, penulis akan membuat sebuah papan regulasi mengenai cara menjaga keselamatan di pantai dengan target dewasa awal yang berusia 18-25 tahun. Pembuatan media informasi ini merupakan salah satu cara untuk mencegah pengunjung pantai dari situasi-situasi yang berbahaya ketika berkunjung ke pantai. Pembuatan proyek ini akan menggunakan proses desain Robin Landa dari bukunya yang berjudul *Graphic Design Solutions*. Lima langkah proses tersebut meliputi *Orientation, Analysis, Conception, Design, dan Implementation*. Penelitian untuk proyek ini akan menggunakan metode campuran dan data akan diperoleh dengan cara kualitatif dan kuantitatif.

**Kata kunci:** Keselamatan di pantai, Media informasi, Preventif

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# **SAFETY SIGNAGE DESIGN FOR PELABUHAN RATU BEACH**

Abigail Nathania

## **ABSTRACT (English)**

Beach safety is a crucial to understand when visiting the beach, however there is still a lack of information available for the public to read. Over the past few years, there has been numerous cases of drowning at Pelabuhan Ratu, and all of which are caused by the victim's ignorance regarding beach safety procedures. Disregarding the lack of accessible information on beach safety and the public's lack of knowledge can lead to more life-threatening incidents to occur. With such circumstances in mind, the author proposes the creation of a regulatory display regarding beach safety, specifically targeted for young adults ranging from the age of 18-25 years old. The creation of this informative media is a way of preventing beach visitors from getting into dangerous situations when visiting beaches. The creation of this project will utilize Robin Landa's five step design process from her book entitled Graphic Design Solutions. The five steps include Orientation, Analysis, Conception, Design, and Implementation. Research for this project will use a mixed method in which data will be obtained through qualitative and quantitative means.

**Keywords:** Beach safety, Informative media, Prevention

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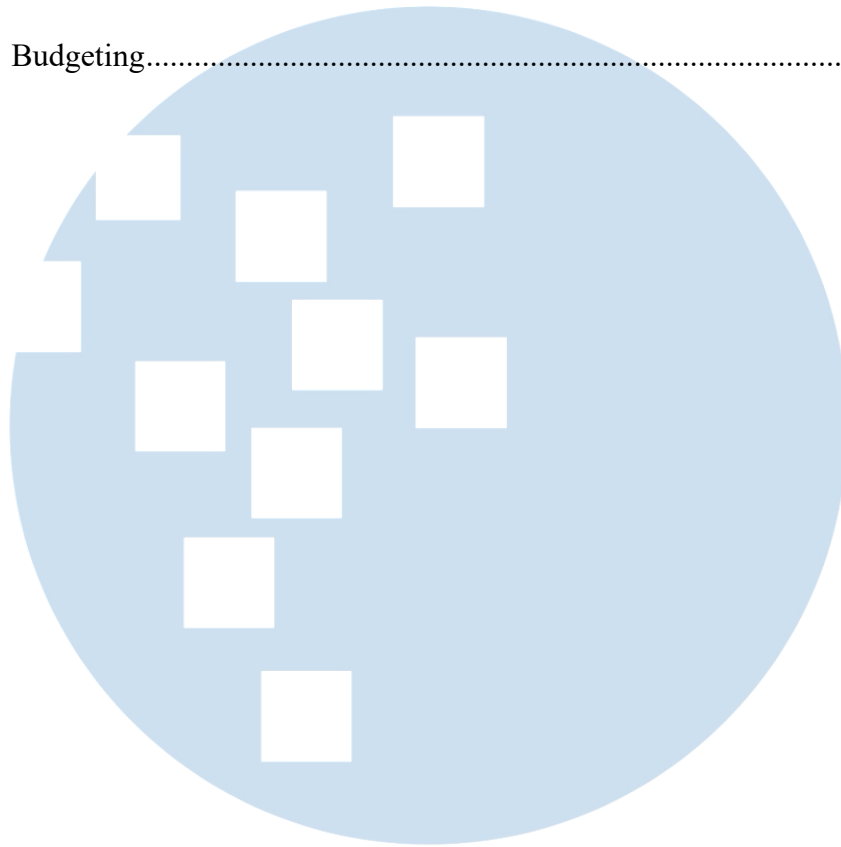
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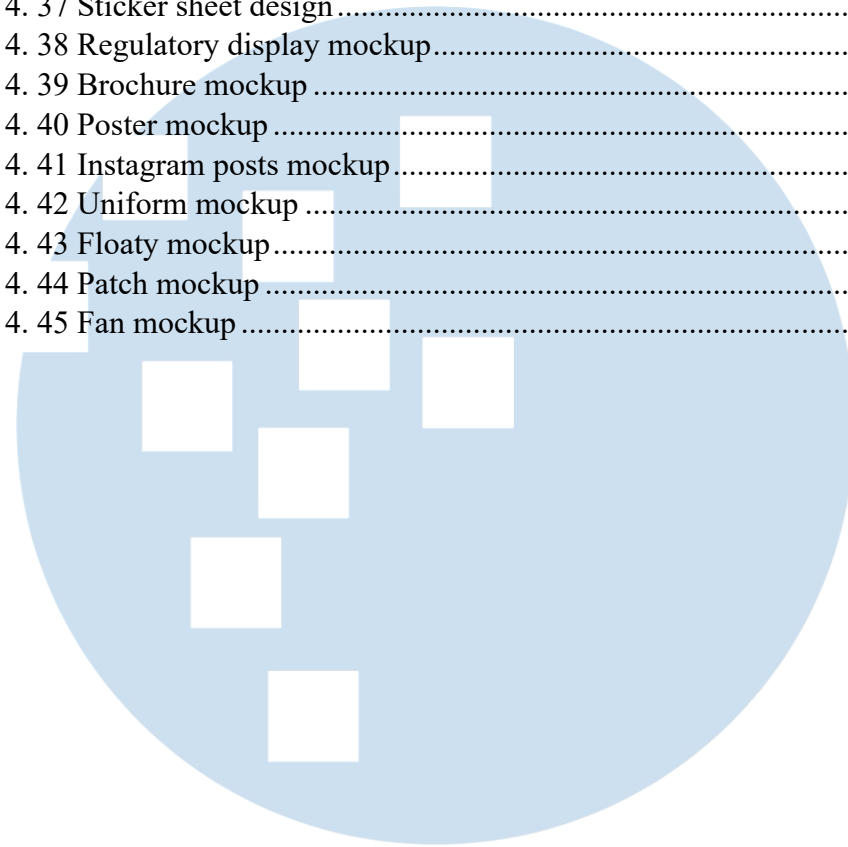
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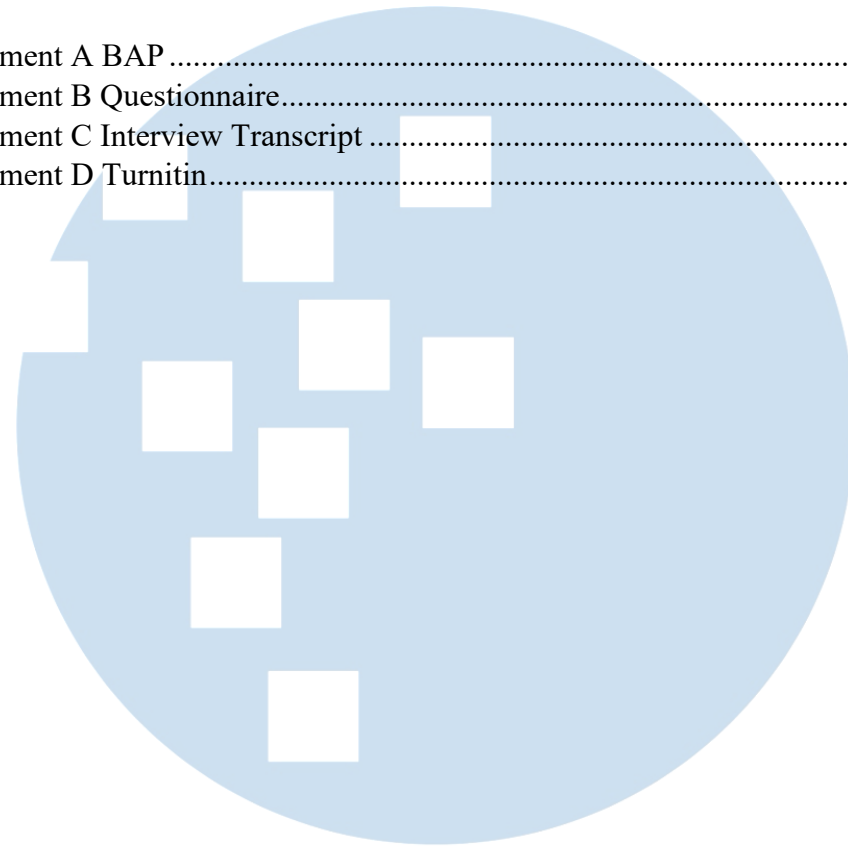
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