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Design of a Sign System as a Means of Information for the Flora Clinic

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ABSTRACT
Flora Clinic has a vision, which is to become the first clinic of choice to provide the best service for the audience. The unstructured sign system as a visual representation of location markers at the Flora clinic is difficult to realize the best service that is prioritized by the manager. The sign system is a medium for human interaction with public spaces through visual forms. The existence of a sign system in a public space can help the public know the location of the place that will be the destination. The design of the sign system as a means of information for the Flora clinic in the city of Bandar Lampung uses a qualitative approach research method. namely the research method used to observe the condition of natural objects, where a researcher is the main key instrument of research. The design of Flora's clinical sign system uses a creative method, namely mind mapping. Tony Buzan said that mind mapping is a method by grouping ideas in a structured framework to transfer the thoughts in the brain into written or image form.

1. Introduction

Mandatory Decree of the Republic of Indonesia Minister of Health No. 9 of 2014 states that clinics are health facilities that carry out individual health efforts that provide basic and/or specialist medical services. Clinics are also responsible for developing health in an area to achieve national health development goals. Increasing the ability and awareness of healthy living for every community in the area of a clinic will create the quality of health expected by the Government. In essence, a clinic is a place used to provide care by building personal bonds between doctors and patients (Murdowo et al., 2021). To create this bond, the community should experience a form of service by the manager. The strong flow of information flooding the public has resulted in increased insight and awareness about the quality of health services. People with a modern thinking paradigm are able to compare the quality of service between one clinic and another.

The impact of increasing the level of knowledge about a health facility causes public demand for the quality of services in the health sector to be very high. The solution that can be created by clinics as health providers regarding the high demands of the public for service quality is to provide comfortable information flow in a health facility (Budiarto et al., 2021). A good clinic definitely prioritizes quality and quality of service to consumers. One form of service is easy access to information that will expedite the service process at the clinic. To create easy access to information, a wayfinding system or marking and navigation system is needed that provides information through visual aspects in each place (Ramayanti et al, 2018).

Flora Clinic is a first-level health facility service located on Jalan Z.A Pagar Alam, All Mider, Tanjung Karang Barat District, Bandar Lampung City. Flora Clinic is a private health service that was established in 2013 along with the increasing need for health services for the community in Bandar Lampung City. Flora Clinic has a vision, namely to become the first-choice clinic that provides the best health services.

Improving quality. Flora Clinic's health facilities are increasingly developing, with some of the best services in Bandar Lampung City such as General Practitioner practice, Dentist practice, Physiotherapy, Emergency Room (IGD), Treadmill Facilities, Radiology (X-ray), Medical Check Up, Home Visite, Pharmacy, vaccine clinic and Antigen examination & PCR Swab Test. All services provided by the Flora clinic are handled by medical personnel who are competent in their respective fields. The service provided by the Flora clinic to visitors is also very responsive, friendly, and welcoming.

In realizing this vision, the Flora clinic has missions including 1) Providing health services by prioritizing patient satisfaction by providing optimal, fast, precise, and accurate service, and 2) Observations carried out found problems, namely the wayfinding system was less informative and caused some visitors difficulty in finding the service facilities provided by the Flora clinic. This factor is caused by a lack of attention from managers regarding the importance of the wayfinding system to support this service.

Wayfinding is a modern form of communication that really helps smooth social life because the delivery of information is very effective (Audia 2021). One form of effective delivery of this information is by using a media sign system which is a visual representation of the wayfinding system. Sign systems are a medium for human interaction with public spaces through visual forms (Adinda et al, 2021). The existence of a sign system in a public space can help people know the location of their destination. Having an attractive and informative sign system can create time and energy efficiency for people when they are in a public space. If a public space does not have a sign system as an embodiment of the wayfinding system, it will hamper activities in that area because there is a lack of information needed by the public as users of that public space.

According to Ref Calori, the placement of a sign system must pay attention to aspects of readability, installation location, use of words in signage, and environmental conditions (Adzhar et al, 2019). Therefore, a sign system plays a very important role in creating a smooth delivery of information or marking the location of an area by the manager of the public space.

Charles S. Pierce (1839-1914) suggests that in the sign system there are signs such as icons, symbols and indices which are basic benchmarks for the science of visual semiotics and become visual representations of markers of a room or direction to a place (Himawan et al, 2020). As a visual representation, sign systems are categorized based on the function of the information conveyed, including: 1) Identification sign, namely a sign that functions to identify a place, for example the male symbol in the men's toilet, 2) Direction sign, namely a sign that functions to provide directional information at a location that will destination, for example directions to the second floor of a building, 3) Regulation signs, namely signs that regulate human behavior when in that location, for example the no smoking symbol, 4) Operational signs, namely instructions for operating something that the audience does not yet know, for example how to use an elevator and 5) Warning sign, namely a sign that contains warning information or procedures related to safety at a location, for example a caution sign at a location. (Tribuana et al., 2020).

As a marking system, the sign system plays an important role, because it can help the audience in finding directions to a place or location, name the location or room, and information about the rules that apply in that public space (quote). The lack of a structured sign system as a visual representation of location markers at the Flora clinic is the author's background for carrying out this design activity. Initial observations of the Flora clinic did not reveal an informative sign system as a room marker, for example, an identification sign as a marker for general poly rooms or other medical service rooms. Not only identification signs, the author also found that the Flora clinic does not have direction signs that help the audience find a room.

Based on this explanation, the author formulated the problems found, namely how to design a sign system such as identification signs, direction signs, and regulation signs that are communicative and informative so that they can be understood by Flora clinic visitors and by the management's needs.

2. Method

2.1. Data Collection Method
The design of the sign system as a means of information for the Flora clinic in Bandar Lampung City uses a qualitative approach. Sugiyono (2005) stated that a qualitative approach is a stage in research that is used to observe the condition of natural objects, where a researcher is the main key instrument of the research (Afira, 2019).

The stages carried out in qualitative research start from collecting primary data and secondary data. Primary data was obtained by making direct observations or observations at the Flora clinic to find problems that would be solved by solving the problem visually (by design). After making observations, the author also conducted interviews with managers to collect data which will be summarized into a sign system design brief.

The resource person in the interview was the head of administration at the Flora clinic, Mrs. Rere Lenggogeni, S.E. At the interview stage the author asked about the management's vision, mission, and expectations regarding the visual form of the sign system that will be designed. The verbal data from the interview will later be used as a brief from the manager as a guide in determining the form of the visual sign system to be designed.

Figure. 1 Interview with Manager

After collecting primary data, the author analyzed the data using the 5W+ 1H formula. Rudyard Kipling, who discovered this formula, stated that 5W + 1H is a method used to obtain more specific and in-depth information (Yasmin, 2020). The use of data analysis is aimed at finding useful data to answer problems and becomes the author's basis for mapping ideas for the sign system design process. The results of the 5W + 1H formula are as follows:

Table 1. The Result with 5W+ 1H Formula

5 W + 1 H	Questions	Answer
What	What problems are used as the basis for designing a sign system?	The marking system at the Flora clinic is not yet structured and informative
Who	Who is the target audience in this design process?	Consumers or visitors to the Flora clinic who need medical services.

Why	Why did this sign system have to be designed?	As a visual representation of one of the services which will later become awe-inspiring for the Flora clinic audience.
Where	Where does this problem occur?	In Bandar Lampung City, precisely on Jalan Pagar Alam, Sangatmider, Tanjung Karang Barat.
When	When did this problem occur?	At the moment there is no informative and communicative wayfinding system at the Flora clinic.
How	What should be the solution to this problem?	Designing a wayfinding system, namely a sign system consisting of identification signs, direction signs and regulation signs.

2.2. Design Method

2.2.1 Mind Mapping

The design of the Flora clinic sign system uses a creative method, namely mind mapping. Tony Buzan stated that mind mapping is a method of grouping ideas in the form of a structured framework to transfer thoughts in the brain into written or image form (Wahyudi et al. 2017). Contextually, mind mapping aims to train the brain in formulating creative ideas and putting these ideas on paper. The mind mapping for designing this sign system is as follows:

Figure. 2 Mind Mapping

2.2.2 Demographics

The creative design process requires information related to the target audience. The information a designer needs to create a visual style is the demographic aspect. Demographic data helps designers deepen the characteristics of the target audience and serves as a basis for design analysis (Sabrina et al., 2023). Demographic data is collected to gain deeper insight into the target audience group such as age, gender, education, income, interests, language, and needs (quote). The target audience for designing this sign system is visitors to the Flora clinic with an age classification ranging from 10 - 60 years, male and female. In terms of interest, the target audience for the Flora clinic is people with all levels of education who use the health facilities at the Flora clinic. The absence of a specific classification regarding the educational level of visitors causes some visitors to be lazy about reading information that is boring or filled with too much text.

In general, the language used by visitors is Indonesian, this is because geographically Lampung is heterogeneous, and filled with multi-ethnic groups. The needs of the target audience are the availability of a medium for conveying information that is easily understood by the audience itself. The media should be able to influence the behavior of the audience. Information obtained from demographic data makes it possible for writers to predict visual forms that will be accepted by the

target audience. So it will be very helpful in preparing the message content or any information that will be presented in the sign system.

2.2.3 Product Insight

This stage represents in-depth knowledge and understanding of the product. The sign system design is still in the form of a design prototype. The sign system is a marker designed as a marker for rooms for health services for visitors, directions to rooms and other facilities, and information regarding the rules that visitors must obey while at the Flora clinic. The visual form of this sign system combines elements of local wisdom without reducing information. The sign system will be installed inside and outside the room when it has been realized by the management, so the author uses acrylic material for the inside and fiber for the outside. The input that the author provides to the manager aims to create durability of the sign system for a long duration of time.

2.2.4 Creative Concept

In the creative process stage, a concept is needed to realize the creative idea of a design. A creative concept is a stage for describing, writing, and designing a design work (Moussadecq, Darmawan, et al., 2022). The creative concept in designing this sign system uses a method, namely designing a wayfinding system that is informative, communicative, and aesthetic and is able to improve services and provide a visual experience for consumers when visiting to obtain health services at the Flora clinic. The author also used the management's creative brief as a basis for making a rough design of the Flora clinic sign system. The creative concept for designing the Flora clinic sign system is as follows:
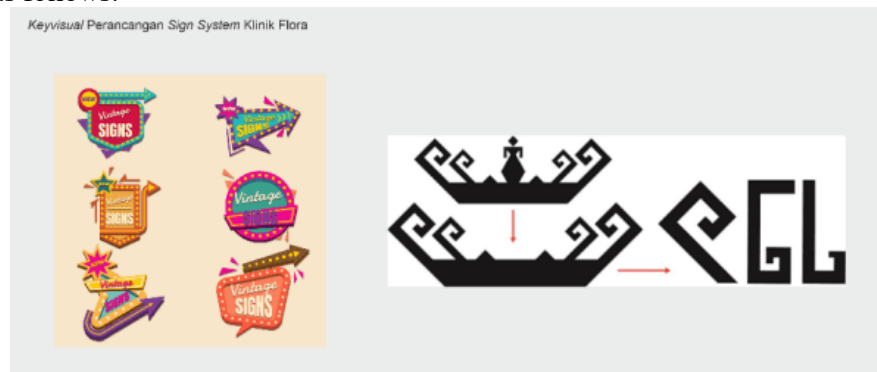

Figure. 3 Key visual Design.

The creative concept for designing the Flora clinic sign system combines elements of local wisdom, namely the Tapis Lampung motif with a vintage design style. The choice of the vintage style design concept was based on the interior concept of the Flora clinic which carries a natural impression of the brand name, namely Flora. Vintage design is a graphic design style that emerged in the 20s – 60s, with its characteristics, namely using warm colors and dominant brown (Harahap, Agus, and Oemar 2020). The characteristics of the vintage style which are by the visual identity of the Flora clinic were the main reason for choosing this graphic design style.

2.2.5 Sketch

A sketch is an idea or thought expressed in a simple form containing a rough design to be realized into a work (quote). Making a rough sketch is a stage that is carried out after the writer has obtained key visuals as a source of design ideas. At this stage, the author makes a rough sketch of the icon and sign system according to the categories to be designed, namely identification signs, direction signs, and regulation signs. The design sketch form is as follows:
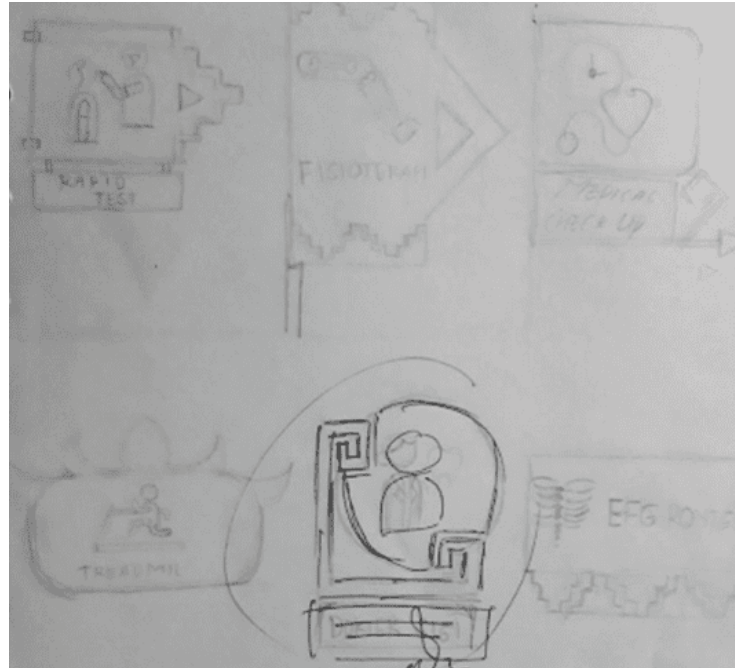
Figure. 4 Sketch Sign System

3. Results and Discussion

3.1. Degitalitazion Process

The digitalization stage is the process of changing non-digital information or forms into digital by utilizing technology such as design applications on computers (Moussadecq, Rohiman, et al., 2022). The design application used by the author at this stage is Corel Draw. By definition, Corel Draw is design software that functions to process two-dimensional images into vectors or illustrations (Darmawan et al 2022).

This software was developed and marketed by Corel Corporation from Ottawa, Canada. By using Corel Draw, the author can produce designs that are neat and clean and have good resolution quality, if the sign system will later be realized by Flora clinic managers. The first step the author took during the digitization process was to trace the sketch that had been created using the freehand tool on the Corel Draw toolbar. The tracing function is carried out to obtain visual shapes such as a combination of the Tapis motif with a square shape and the visual shape of the icons contained in the sign system.

To create text, the author uses a text tool and uses letters according to the creative design concept. After the author obtains a complete visual form according to the design or sketch used as a reference, the author then carries out the process of coloring the design using the interactive fill tool by the predetermined color palette.
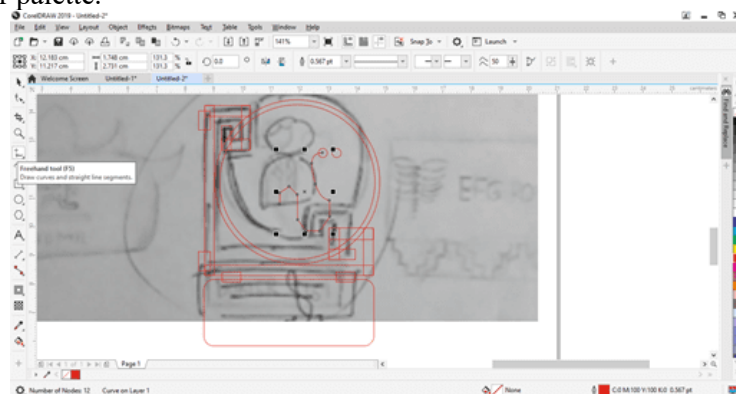
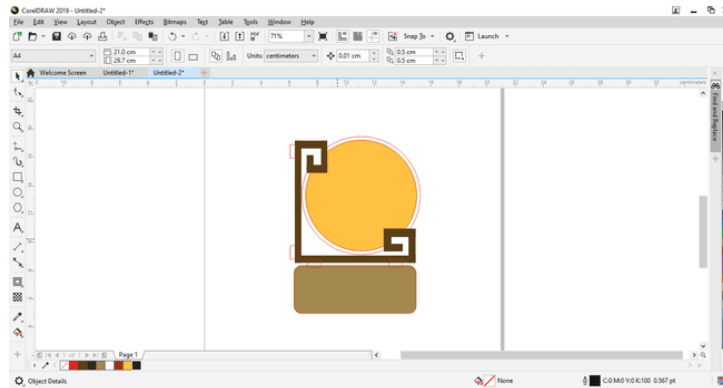**Figure. 5** Digitalitazion Process

Figure. 6 Coloring Process

3.2. Final Design

The next stage that the author carried out was the sketch visualization process by the theme or source of design ideas that had been determined, namely a combination of the Tapis motif and the Vintage style. The final design was designed by the sign system categories required by the Flora clinic management, namely identification signs, direction signs, and regulation signs. The following forms of visual sign systems according to their categories:

3.2.1. Identification Sign

The author designed the identification sign category according to the services available at the Flora clinic, namely: 1) Dentist, 2) Physiotherapy, 3) EPG X-ray, 4) Treadmill, Medical Check, and 5) Rapid Test. The identification sign functions as a marker for the service room at the Flora clinic.
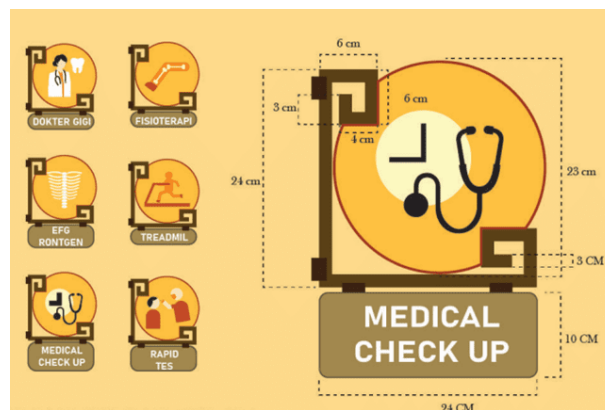

Figure. 7 Identification Sign

In the identification sign, the author combines vintage design style and filter motifs by using orange as a representation of the visual identity of the Flora clinic, and brown as a characteristic of the vintage design. The author designed the Tapis motif as a frame and placed a circle in the middle to place the place marker icon and a square shape for the typography to support the place marker information.

3.2.2. Direction Sign

The condition of the Flora Clinic building, which is a two-story building and generally the medical service area is on the second floor, requires the author to design a marker that functions to indicate the direction of the service area. The direction sign that has been designed contains directional information for treadmills and physiotherapy services.
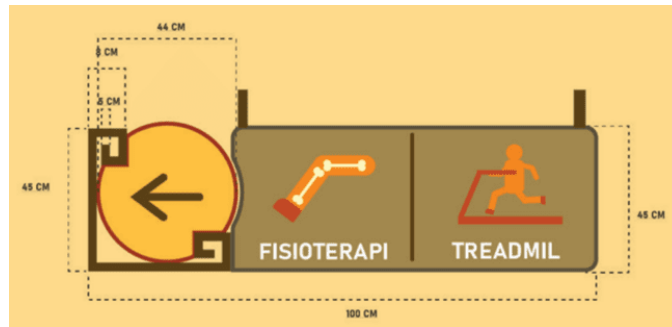
Figure. 8 Direction Sign

The design style that the author applies is the same as the previous sign system design. The direction sign is placed at the top after the audience climbs the stairs. The icons used in this direction sign are leg bone icons as a representation of physiotherapy and people using a treadmill as a representation of a place to use a treadmill, which is one of the services that audiences are interested in at the Flora clinic.

3.2.3. Regulation Sign

The situation at the Flora clinic, which is crowded with audiences at certain hours, requires the creation of a sign containing the rules or regulations that apply to the Flora clinic. In the current era, after the COVID-19 pandemic, the management has implemented a mandatory rule for visitors to wear masks at the Flora clinic. By designing the regulation sign as a visual representation of the regulations, it is hoped that physical distancing can be realized as it should be at the Flora clinic.
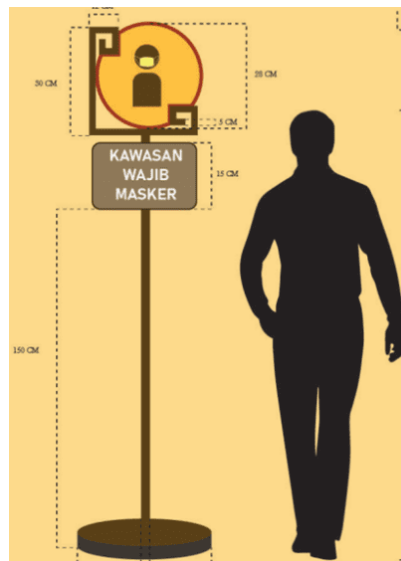
Figure. 9 Regulation Sign

3.2.4. Typographic

The font used in designing this sign system is the Bahnschrift font, which is a San Serif font family that was redesigned from the DIN 1451 typeface by Aaron Bell in 2016 (Valerie, 2021). The choice of this type of font is due to the sign system design style and readability aspects. The consideration of having good clarity and being easy to read from a long distance is the reason the author chose this type of font.

Figure. 10 Font *Bahnschrift*

3.2.5 Color

The color selection for the sign system was based on the visual identity of the Flora clinic, namely orange, and the characteristics of the vintage design style which is dominant with hot colors and brown (Ramly, 2021). The choice of color is also aimed at the Flora clinic branding strategy which is expected to provide an impression of awareness for visitors to Flora clinic.

C :0 M:28 Y:84 K:0	RGB:#FDC042
C :0 M:53 Y:95 K:0	RGB:#F59027
C:25 M:33 Y:73 K:29	RGB:#A0874C
C:37 M:80 Y:100 K:86	RGB:#3A2111
C:12 M:15 Y:26 K:2	RGB:#E1D4BF
C:0 M:28 Y:84 K:10	RGB:#EBECEC

Figure. 11 Sign System Color Code

4. Conclusions

Flora Clinic has a vision, namely to become the first clinic of choice that provides the best service for the audience. The lack of a structured sign system as a visual representation of location markers at the Flora clinic makes it difficult to provide the best service prioritized by the management. Flora Clinic does not yet have an informative sign system to mark rooms. Sign systems are a medium for human interaction with public spaces through visual forms. The placement of a sign system must pay attention to aspects of readability, installation location, use of words in the signage, and environmental conditions.

Sign systems play a very important role in creating a smooth delivery of information or marking the location of an area by public space managers. At the stage of creating a sign system that can represent the identity of the public space, you should consider using elements of local wisdom. In designing the Flora clinic sign system, local wisdom was used, namely the Tapis Lampung motif. The Tapis motif is combined with a vintage design style. The choice of vintage style was motivated by the interior concept of the Flora clinic which carries a natural impression. The characteristics of the vintage style match the visual identity of the Flora clinic.

Acknowledgment

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