

**DESIGN OF ERGONOMICS INFORMATION
DISPLAY AND FACILITY LAYOUT
AT PADANG TOURISM BEACH**

FINAL PROJECT

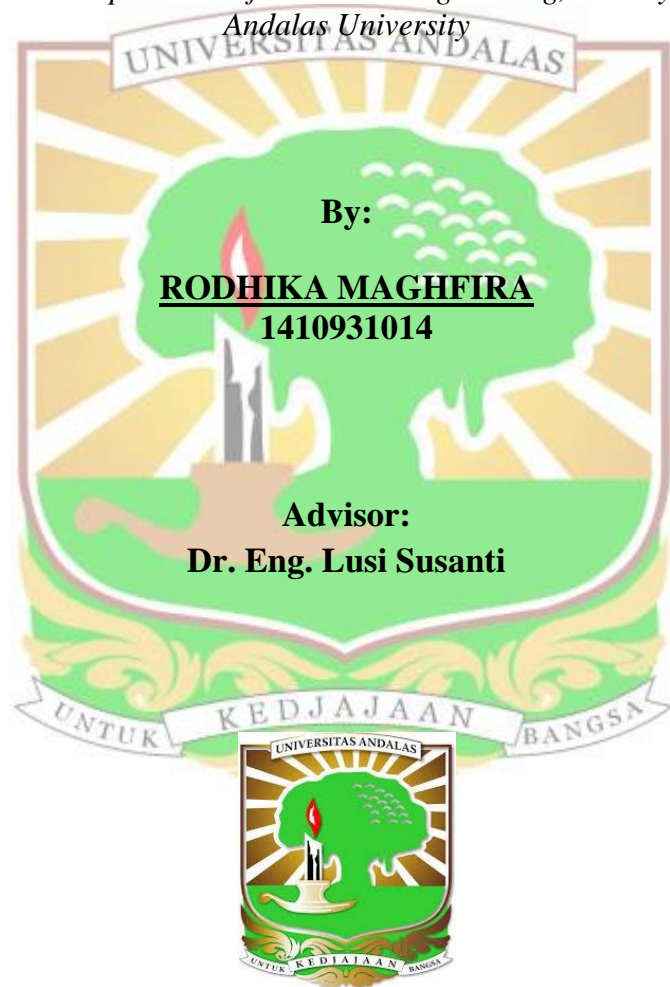


**DEPARTMENT OF INDUSTRIAL ENGINEERING
FACULTY OF ENGINEERING
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PADANG
2019**

**DESIGN OF ERGONOMICS INFORMATION
DISPLAY AND FACILITY LAYOUT
AT PADANG TOURISM BEACH**

FINAL PROJECT

*This final project is submitted in fulfillment of the requirements for the award of
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ABSTRAK

Pariwisata adalah berbagai macam kegiatan wisata dan didukung berbagai fasilitas serta layanan yang disediakan oleh masyarakat, pengusaha, pemerintah, dan Pemerintah Daerah. Padang menjadi salah satu destinasi pariwisata yang cukup sering dikunjungi oleh wisatawan nusantara maupun wisatawan mancanegara. Hal ini terbukti dengan terpilihnya Padang sebagai salah satu dari 18 destinasi pilihan yang ditetapkan oleh Kementerian Pariwisata. Seiring dengan peningkatan jumlah kunjungan wisatawan ke Kota Padang, Pemerintah Kota Padang terus melakukan pembenahan terhadap fasilitas wisata khususnya di sepanjang Pantai Padang untuk memperkuat kenyamanan dan kelayakan objek wisata di sekitar pantai bagi para wisatawan yang berkunjung. Berdasarkan studi pendahuluan yang dilakukan, diperoleh hasil bahwa wisatawan kurang puas terhadap fasilitas sarana dan prasarana yang tersedia di Pantai Padang, khususnya untuk fasilitas papan informasi dan display penunjuk arah karena jumlahnya yang sangat minim dan lokasi penempatan display penunjuk arah yang kurang tepat. Oleh karena itu, dilakukan perancangan display dengan menggunakan metode Cooper Harper Rating Scale. Selain perancangan display, dilakukan juga perancangan ulang layout Pantai Padang dengan pendekatan konvensional. Hasil penelitian ini adalah dirancangnya tujuh macam display, yaitu display penunjuk arah jalan, penunjuk lokasi fasilitas umum, jalur evakuasi, display peringatan, display larangan, dan peta evakuasi. Hasil evaluasi display menunjukkan skala 1 yang berarti rancangan display sudah baik dan sesuai dengan tingkat kepentingan yang harus ada pada suatu display. Sedangkan hasil rancangan layout fasilitas Pantai Padang tidak memiliki perubahan yang signifikan dari layout awal karena susunan fasilitas yang ada saat ini sudah tertata dengan baik dan hanya dilakukan penambahan beberapa fasilitas baru di dalamnya.

Kata kunci: Cooper Harper Rating Scale, display, ergonomi, fasilitas, layout

ABSTRACT

Tourism is a wide range of tourist activities and supported by a variety of facilities and services provided by communities, businesses, governments, and local government. Padang became one of the tourism destinations that is quite often visited by domestic and foreign tourists. This is evidenced by the election of Padang as one of the 18 selected destinations set by the Ministry of Tourism. Along with the increasing number of tourists to Padang City, The Government of Padang City continues to make improvements to tourist facilities, especially along the coast to reinforce the convenience and feasibility of attractions around the beach for the tourists who visit. Based on preliminary study, the results showed that tourists were less satisfied with the facilities and infrastructure available at Padang Beach, especially for facility of information boards and signpost display due to the lack of signposts that provide instructions for tourists to get to the tourist location and the placement of signpost that is not appropriate. Therefore, the display designed by using Cooper Harper Rating Scale method. In addition to display design, Padang Beach layout was redesigned with a conventional approach. The results of this study are seven types of displays designed, they are road signpost display, public facilities signpost display, evacuation route display, warning display, prohibition display, tourism sign display, and evacuation map. The display evaluation result show a scale of 1 that means the design of the display is good and in accordance with the importance level that should exist in a display. While the new layout design results, the composition of the facility has not changed significantly since the composition of the existing facilities is well defined. There are only a few additional new facilities for the new layout.

Keywords: *Cooper Harper Rating Scale, display, ergonomics, facility, layout*

