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Provision Of Strategic Directional Signs (PANTERAS) As Environmental Information Media In RT 29 RW 01, Pematang Gubernur Village

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Abstract. Pematang Gubernur Subdistrict is a residential area with relatively high population density and diverse community activities. However, limited directional information signs are still found in RT 29 RW 01, particularly regarding public facilities and strategic locations. This condition makes it difficult for visitors and newcomers to navigate the area. This community service program aims to provide environmental information media through the creation and installation of Strategic Direction Signboards (PANTERAS). The implementation methods include field observation, signboard design, construction, installation at strategic points, and brief socialization to residents. The results show that the signboards help improve environmental order and facilitate access to location information for the community.

Keywords: *Community Service, Directional Signs, Environmental Information, PANTERAS*

INTRODUCTION

Orderliness, comfort, and ease of access in residential areas. The existence of information media such as directional signs can help the community and visitors to identify the location of public facilities, road access, and strategic points in the environment more easily and efficiently (Wijaya, 2022; Rahmawati, 2020). Visual media is considered effective because it is informative, easy to understand, and can be used in the long term.

RT 29 RW 01 Pematang Gubernur Village is a fairly active residential area with various social and community activities. However, based on initial observations, it was found that the environment did not yet have adequate directional signs. This condition causes outsiders or visitors to often have difficulty finding certain locations in the RT neighborhood, resulting in suboptimal accessibility and orderliness in the area.

Several studies and community service activities show that the provision of community-based environmental information facilities can improve the orderliness of the area and the comfort of the residential environment (Firmansyah & Lestari, 2021; Sari & Putra, 2019). In addition, visual communication media such as information boards play an important role as a means of delivering effective and sustainable public information at the community level (Hidayat & Prasetyo, 2020).

Based on these issues and studies, there is a need to provide environmental information media in the form of Strategic Directional Signs (PANTERAS) in RT 29 RW 01, Pematang Gubernur Village. This program is expected to help improve environmental order, facilitate access to location information, and support the comfort of the community and visitors in the area.

RESEARCH METHODS

This community service activity was carried out in RT 29 RW 01, Pematang Gubernur Village. The implementation method was carried out in stages so that the activities ran in a planned and effective manner. The program focused on the manufacture and installation of strategic directional signs in locations frequently passed by the community. An overview of the stages of the activity is presented in the Work Breakdown Structure (WBS) in Figure 1.

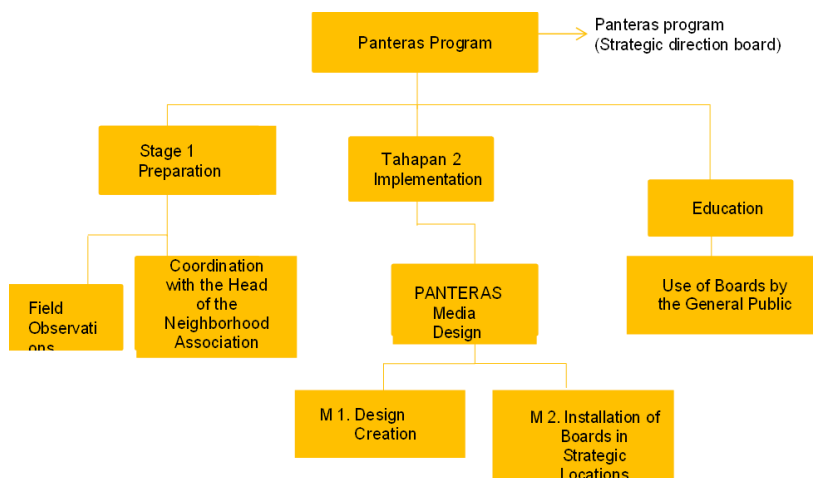


Figure 1. Panteras Community Service Program

The preparation stage begins with observing the environment to identify strategic points that need directional signs. Next, coordination with the neighborhood association leader and local residents is carried out to determine the design, content, and location of the signs. The next stage is the production of directional signs. The signs are designed to be simple, with clear writing and easy-to-understand directions. The materials used are selected for their weather resistance and durability. The implementation stage involves installing the directional signs at the locations agreed upon with the residents. After installation, a brief socialization session is held for the community regarding the function and benefits of these strategic directional signs.

Table 1. Community Service Resources

No	Theme	Number of Companies	Percentage (%)
1	Environmental Observation	KKN Members	Stationery, smartphones
2	Coordination with RT	5 KKN Members, RT	Smartphones
3	PANTERAS Design	KKN Members	Laptop
4	PANTERAS Production	KKN Members, RT, DPL	Laptop, printer, materials boards
5	PANTERAS Production	KKN Members, Residents	Educational boards

Source: Primary data processed, 2026

RESULTS AND DISCUSSION

The outcomes of this community service activity included the installation of strategic directional signboards at several locations within RT 29 RW 01. These signboards contained directional information leading to important locations such as main roads, public facilities, and areas of community activities. The presence of the directional signboards facilitated both

residents and visitors in identifying directions and locating their intended destinations more easily.

Based on field observations, community members showed a positive response toward the installation of the directional signboards. Several residents stated that the signboards helped clarify the identity of the neighborhood and made it easier for guests or newcomers to navigate within the RT area. This indicates that the installed signboards functioned effectively as practical information media that support daily mobility and environmental recognition.

The main issue faced by the community was the limited availability of clear information regarding directions and the locations of neighborhood facilities. The installation of strategic directional signboards served as an effective solution by providing direct, visible, and easily understood information. As an information medium, the signboards function as a sustainable source of guidance that can be accessed by the community at any time without requiring additional resources or technology.

The strength of this activity lies in the simplicity of the medium used and the strong support from residents and RT administrators. Community acceptance contributed significantly to the smooth implementation and utilization of the signboards. However, a limitation of the activity was the limited number of signboards installed, which meant that not all areas within the RT were fully covered. Despite this limitation, the presence of strategic directional signboards can be considered an initial step toward improving environmental information management and spatial organization within the neighborhood. Over time, this initiative has the potential to support better environmental arrangement and enhance the overall accessibility and identity of the RT 29 RW 01 area.

CONCLUSION

The community service activity conducted through the PANTERAS program resulted in the development of environmental information media in the form of strategic directional signboards that are beneficial for the residents of RT 29 RW 01, Pematang Gubernur Village. The presence of these directional signboards has contributed to improving environmental order and clarity, while also facilitating easier access to location-related information for both community members and visitors.

Overall, the installation of strategic directional signboards supports better spatial orientation within the neighborhood and strengthens the identity of the local environment. By providing clear and easily accessible information, the program enhances daily mobility and reduces confusion regarding the location of public facilities and activity centers. These outcomes indicate that simple and context-appropriate information media can play an important role in improving the quality of the residential environment.

It is recommended that, in the future, the number of strategic directional signboards be increased and installed at additional points throughout the neighborhood to ensure broader coverage and greater accessibility of information. Expanding the placement of signboards would further enhance their effectiveness in supporting wayfinding and environmental organization within RT 29 RW 01.

In addition, regular maintenance is necessary to ensure that the signboards remain clearly readable and functional over the long term. Periodic inspection, cleaning, and repair can help preserve the quality of the information displayed and extend the lifespan of the signboards. With adequate maintenance and gradual expansion, the directional signboard initiative can continue to provide sustainable benefits and support a more organized and informative neighborhood environment.

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