Environmental Graphic Design in Commercial Interior: The Case of Pakuwon-Supermal Surabaya

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Abstract

The objectives of this research are to understand how Environmental Graphic Design (EGD) contributes to shaping consumer perceptions and enhancing the shopping experience. The research method is qualitative research, which provides an in-depth understanding of social phenomena by emphasizing non-numerical data collection and analysis. In this study, visual observation is employed as the primary data collection technique, allowing for a detailed exploration of human interactions and environmental dynamics within the context of Pakuwon-Supermal Surabaya. The data collection process involves direct observation, where object, behaviors, interactions, and environmental factors are systematically documented through photographs. Designing engaging brand experiences, effective space circulation enhances visitor movement throughout the mall, encouraging exploration and engagement. Additionally, the design of spaces significantly impacts brand identity and presence, as unique architectural forms create memorable experiences aligned with brand values. Decorative structures strategically placed within the environment elevate brand presence, reinforcing recognition and emotional connections. Furthermore, well-designed public facilities enhance accessibility and comfort, contributing to an overall positive visitor experience. This research offers valuable insights for architectural interior designers and other stakeholders involved in commercial branding. By strategically implementing EGD, shopping centers can improve brand perception and consumer satisfaction within their environments.

Keywords

Brand identity; Commercial interior branding; Consumer perception; Environmental Graphic Design (EGD); Pakuwon Mall; Retail environments.

INTRODUCTION

Recent developments in shopping malls in Surabaya, Indonesia, focus on sustainability, technology, and community engagement. These trends are crucial for creating competitive retail environments, with environmental graphic design (EGD) playing a key role in

enhancing the shopping experience. Commercial interior branding combined with EGD is essential for several reasons, creating a seamless, visually appealing, and functional space that enhances the customer's shopping experience and promotes brand loyalty and differentiation in a competitive retail landscape. By integrating branding into architecture and surroundings, EGD transforms the visual and spatial elements of a shopping center into a more immersive experience. Signage, wayfinding, murals, and large-scale visuals work together to establish a cohesive journey, helping visitors navigate more easily and feel more connected to the space (Lee & Chu, 2023).

EGD strengthens brand identity and recognition. Through the use of color schemes, logos, and custom-designed elements in the interior, shopping centers can enhance their brand presence. Environmental graphics reinforce the brand's personality, helping visitors instantly recognize the space and relate to it on an emotional level. For instance, a high-end shopping mall might emphasize sleek, modern graphics and materials reflecting luxury, while a family-friendly center could use playful designs and colors (Vallverdu-Gordi & Marine-Roig, 2023).

Despite the growing body of literature on commercial branding, environmental graphic design, and consumer behavior, a notable gap exists in research specifically addressing EGD in the context of shopping centers. While studies have explored EGD in urban public spaces (Torbati, 2018) and cultural tourism (Liu et al., 2023), the unique dynamics of retail environment such as consumer behavior, emotional engagement, and sustainability require further exploration. For instance, the role of EGD in creating cohesive and engaging branding experiences in shopping centers remains underexplored (Vallverdu-Gordi & Marine-Roig, 2023).

This study aims to address the research gap. While the existing literature provides valuable insights into the functional and aesthetic roles of EGD, further research is needed to explore its long-term effects on community perception, context of retail mall and the location of Surabaya. Several research has given several insights, according to Ganoti and Laskari (2023), EGD is essential for humanizing urban spaces, simplifying complex environments, and fulfilling communication roles that inform and direct users effectively. This aligns with the findings of (Buryk & Holubets, 2023) who emphasizes that successful graphic design can positively alter consumer perceptions and enhance brand recognition. The integration of EGD in public spaces not only improves usability but also fosters a sense of community and belonging, as highlighted by Torbati, who notes that effective EGD can enhance the identification of urban public spaces (Torbati, 2018).

In the context of branding and place identity, EGD is instrumental in creating a cohesive visual language that reflects the character of a place. The work of Atamaz-Daut and Erdoğan Atamaz-Daut and Ergun (2018) illustrates how graphic design can create spatial imagery that resonates with the community's identity, thereby enhancing the overall experience of the space. This is particularly relevant in retail centers, where branding through EGD can significantly influence consumer behavior. The strategic use of graphic elements in retail environments can lead to increased customer engagement and loyalty, as demonstrated by Buryk and Holubets (2023) in analysis of successful branding cases . Furthermore, the role of EGD in retail spaces is underscored by Aziz, who discusses how effective signage and graphics can guide patients and visitors in healthcare settings, paralleling the needs of retail environments (Aziz & Iskandar, 2023).

Despite the recognized importance of EGD, there remains a notable research gap regarding its long-term impacts on community identity and engagement. While existing studies have explored the aesthetic and functional benefits of EGD, there is limited empirical evidence on how these designs influence social interactions and community cohesion over time. Additionally, the intersection of EGD with sustainability practices presents another area for exploration. Berry's work suggests that graphic design can play a pivotal role in promoting environmental awareness and the context commercial space, yet this aspect is often underrepresented in discussions about EGD (Berry, 2016).

Moreover, the integration of digital technologies in EGD, as discussed by Harland (2016), opens new avenues for enhancing user experience through dynamic and interactive designs (Harland, 2016). However, the literature lacks comprehensive studies that examine the effectiveness of these digital interventions in real-world applications. As urban environments continue to evolve, understanding the implications of EGD in fostering sustainable practices and enhancing community identity will be critical for future research.

So, this article objectives are to explore the EGD shaping consumer perception and enhancing the shopping experience, particularly in terms of emotional engagement, brand recognition, and sustainable practices. The findings will provide insights into how EGD can be strategically applied to improve retail environments, benefiting both consumers and businesses.
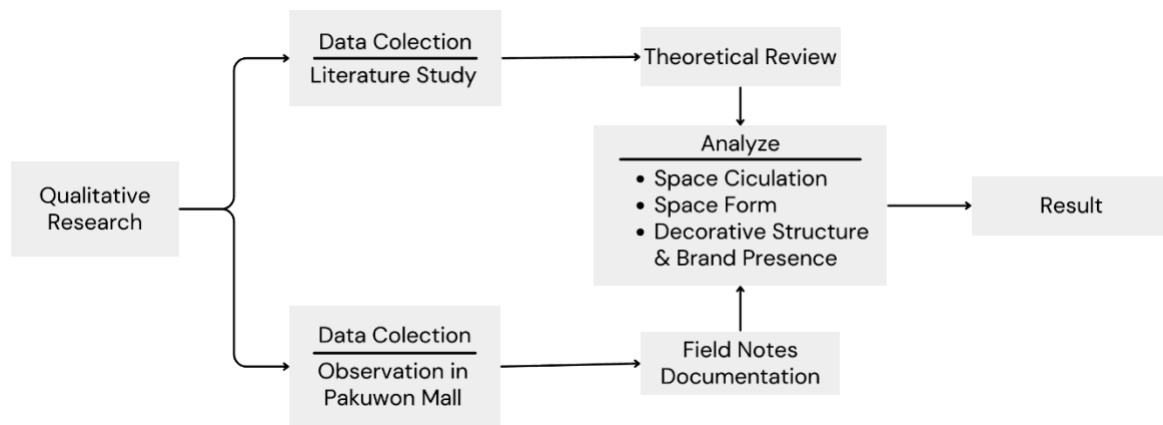
RESEARCH METHODOLOGY

Diagram 1. Research Method

The method used in this study is qualitative, employing a visual observation method combined with documentation for data collection. This technique is widely recognized in qualitative research to understand phenomena or objects by observing the visual environment directly and collecting physical evidence in the form of images and photos. Visual observation involves the researcher observing the object or situation without intervention and capturing significant visual aspects, such as EGD and the interactions between visual elements. This method focuses not only on what is visible but also on analyzing how the elements interrelate and function within a broader context (Margolis & Pauwels, 2011).

Documentation data collection is essential in visual observation and involves recording the observed visual elements through various means by photographs to document visual details such as shapes, structures, patterns, or spatial arrangements, which are crucial in understanding EGD application (Rose, 2016), and field notes that allows the researcher to record initial impressions or interpretations during the observation process, providing contextual insights into the visual data collected (Leeuwen & Jewitt, 2001).

After collecting visual data, the next step involves analysis, which must align with the theoretical or conceptual framework guiding the research. In this study, a visual interpretation method is employed. The categorized data is interpreted based on the selected theory, specifically the theory of EGD application, to ensure coherence between observation findings and theoretical insights (Saldana, 2013).

This methodological approach ensures that the study captures both the physical and contextual aspects of EGD, providing a comprehensive understanding of its implementation in the selected research environment.

Pakuwon Mall As a Research Object

Image 1. (Left.) Supermall Atrium. (Center) Interior of Pakuwon Mall Mansion. (Right) Mural walls in Pakuwon Mall.
Source: Research documentation

To explain why Pakuwon Mall is suitable as a single-case study in the context of Yin's case study methodology, it can be argued that the mall represents a critical and unique case due to its complex integration of interior design, environmental graphic design (EGD), and its function as the largest lifestyle center in Southeast Asia. Its interior design incorporates a blend of luxury, modernity, and cultural elements, with well-zoned retail spaces, thematic decorative features, and ergonomic layouts that cater to diverse customer demographics. The EGD within Pakuwon Mall effectively combines wayfinding systems, digital and physical signage, and aesthetic branding elements, ensuring a seamless navigation experience for visitors while reinforcing its brand identity. As the largest mall in Southeast Asia, its scale, diversity of tenants, and role as a regional commercial and entertainment hub further solidify its significance. This makes Pakuwon Mall an exemplary case for studying the interaction of spatial design, branding, and customer engagement in high-end commercial spaces, aligning with Yin's rationale for using a single case to capture unique insights that contribute to broader theoretical or practical understanding.

DISCUSSION

This case study centers on Pakuwon Supermall, a prime example of a shopping center that skillfully combines environmental graphic design (EGD) with the overall visitor experience. The selection of Pakuwon Mall as a focal point for this analysis stems from its unique ability to attract a diverse clientele while providing an engaging shopping environment. The strategic use of EGD elements not only enhances navigation and accessibility but also reinforces the mall's brand identity and ambiance. Various types of EGD are employed throughout Pakuwon Mall, including wayfinding signage, thematic graphics, and interactive displays, all of which work together to create a cohesive visual language.

Image 2. (Left.) Paris Baquette Outlet. (Right) Little Tokyo Gate.
Source: Research documentation

By configuring these elements effectively, Pakuwon Supermall establishes a welcoming atmosphere that guides visitors seamlessly through the space, promoting a sense of comfort and familiarity while showcasing the mall's distinctive character. This harmonious integration of EGD principles is essential for enhancing the overall shopping experience and solidifying the mall's presence within the competitive retail landscape.

To further understand the impact of EGD at Pakuwon Supermall, it is helpful to categorize the signage elements into exterior and interior components, as outlined in the book Designing to Sell. Exterior signage encompasses wall-mounted signs, canopies, pylons, hanging signs, glass-applied graphics, awnings, and banners,

Image 3. (Left) Okinawa Sushi Outlet. (Center Left) PTC Foodcourt . (Center Right) La Ribs Outlet. (Right)Puffa Outlet at Food Society of Pakuwon Mall.
Source: Research documentation

All of which work collectively to attract and inform potential shoppers as they approach the mall. Conversely, interior signage includes departmental and directional signs, name brand or product category displays, directories, photomurals, and point-of-purchase graphics that enrich the in-store experience. This classification allows us to identify the specific EGD elements utilized throughout the retail stores at Pakuwon Mall. The exterior signage captures

attention and provides essential information, while the interior signage facilitates navigation and enhances customer engagement.

Expanding on the role of EGD, circulation also plays a crucial role in shaping visitor movement and spatial perception throughout the mall. According to D.K. Ching in Architecture: Form, Space, and Order, the form of circulation spaces can vary based on boundary definitions, spatial relationships, scale, proportion, lighting, and views, as well as the treatment of entrances and height transitions with stairs and ramps. In the case of Pakuwon Supermall, circulation areas that are open on one or two sides facilitate ease of movement and visibility across its expansive layout. Large atriums dominate the mall, creating open, inviting spaces that allow visitors to navigate with minimal obstructions. These spacious zones enhance the effectiveness of EGD elements by providing ample visibility for wayfinding signage, thematic graphics, and interactive displays, ensuring that visitors feel both informed and engaged. This thoughtful integration of circulation and EGD reinforces Pakuwon Supermall's distinctive ambiance, making it a highly navigable, visually engaging, and comfortable environment that appeals to a diverse clientele.

The environmental graphic design of Pakuwon Supermall is influenced by several key factors that contribute to a cohesive and engaging environment, enhancing both the visitor experience and the mall's brand identity. These factors include space circulation, which affects visitor movement; space form, which impacts brand identity and presence; and the utilization of public facilities, which supports accessibility and comfort. The following sub-chapters will delve into each of these elements, illustrating how they collectively shape the overall design and functionality of Pakuwon Supermall.

Space circulation, which affects visitor movement.

Research on wayfinding and spatial cognition in complex environments highlights the significant impact of spatial layouts on visitor movement and orientation. Factors such as building configuration, visual accessibility, circulation systems, and signage play crucial roles in guiding users through spaces (Dogu & Erkip, 2000). The general value principle predicts visitor circulation patterns based on perceived benefits and costs, influencing what people see and experience (Bitgood, 2006). Theories of wayfinding encompass perception, spatial knowledge development, mental representation, and spatial cognition, providing a foundation for understanding human navigation in interior environments (Jamshidi et al., 2020). Space Syntax analysis offers predictive measures for building navigability, with

intelligibility emerging as a key determinant in human wayfinding. Highly intelligible environments facilitate navigation by providing local visual cues that indicate global structure, while low intelligibility can make navigation challenging (Natapov et al., 2015). These insights can inform architectural design to create more navigable and user-friendly spaces.

The layout and circulation of the mall play a crucial role in guiding visitors through the space. Well-planned pathways and clear sightlines facilitate easy navigation, allowing shoppers to move seamlessly from one area to another. This thoughtful circulation design reduces confusion and frustration, enhancing the overall visitor experience. Signage is strategically placed to direct foot traffic, helping customers locate stores, amenities, and events effortlessly. As visitors feel more comfortable and informed, their overall satisfaction increases, encouraging them to explore more areas of the mall and prolong their stay (Patton, 2022; Petre & Costa, 2024).

Image 4. (Left.) Front View my Kopi-O. (Right) Pylon at Supermall
Source: Research documentation

The pylon's strategic positioning at the store's edge, with a tilted orientation, directly aligns with the flow of mall traffic, drawing attention from visitors as they pass by. This thoughtful placement allows people to engage with the display without altering their path, enhancing the store's visibility. The design leverages circulation patterns, ensuring that the information is easily readable from a distance, while the dominant pink color scheme reinforces the playful brand identity and attracts further attention.

Meanwhile in My Kopi-O's case, that is located at the end of a mall corridor in a hook-shaped position, plays a crucial role in shaping the visitor experience. The layout naturally guides foot traffic toward the entrance, aligning with the flow of movement within the corridor. This intentional design not only directs visitors' line of sight but also creates a seamless transition from the mall's public space into the restaurant.

By facilitating smooth circulation and orienting the entryway toward the path of visitors, the space enhances accessibility and maximizes engagement. The strategic circulation design,

combined with ambient lighting, creates a welcoming atmosphere that encourages patrons to enter and explore.

Image 5. (Left) Front View of Pancious at Pakuwon Mall.
Source: Research documentation

Image 6. (Center} Top View of Pancious at Pakuwon Mall. (Right) Top view of Pancious in a distance.
Source: Research documentation

The spatial circulation of this restaurant, situated in the center of an open mall atrium, plays a pivotal role in shaping the visitor experience by encouraging fluid movement and maximizing accessibility. Its central location allows for natural, unobstructed foot traffic from all directions, creating an inviting flow that seamlessly connects the public space of the atrium with the dining area. Visitors are subtly guided toward the restaurant as the open layout ensures clear sightlines from various angles, making it an intuitive destination within the mall (Potthoff et al., 2023).

The design of the structure, with its integrated shading framework, not only provides physical comfort by offering a sheltered space for customers but also enhances the visual identity of the restaurant. This shading feature creates a sense of enclosure without isolating the restaurant from its surroundings, allowing visitors to feel welcomed while still being connected to the lively atmosphere of the atrium (Akyol et al., 2023).

Additionally, the strategic placement of large, illuminated signage captures attention from a distance, drawing in passersby and reinforcing the visual pull of the space. The lighting design, which highlights the signage with warm bulbs, adds to the ambiance and serves as a visual anchor, encouraging visitors to approach and explore the space. Through this thoughtful integration of spatial circulation, shading, and signage, the restaurant creates a

cohesive and inviting experience, making it an attractive focal point within the mall (Kurniadi & Gamal, 2024).

In conclusion, space circulation significantly impacts visitor movement and the overall shopping experience in malls. A well-designed layout, as highlighted by Stefanis et al. (2024), promotes intuitive navigation, and encourages exploration, while complex layouts can confuse visitors, reducing their time spent in the mall (Paleari, 2024). The strategic placement of key stores, such as anchor stores, also affects circulation patterns and increases exposure to smaller retailers (Dupont et al., 2020). Clear signs and visual design, such as color coding and themes, are important for helping people find their way more easily and reducing mental effort (Apsari et al., 2023; Chen & Fouladi, 2024).

Space form, which impacts brand identity and presence

The physical form of the spaces within Pakuwon Supermall significantly influences brand identity and presence. The mall's architecture, including elements such as high ceilings and open atriums, creates an inviting and expansive atmosphere that reflects the modernity of the brands it houses. Each store's design is carefully integrated into the overall aesthetic, ensuring that branding elements #such as logos, color schemes, and design motifs—are consistent and prominent. This cohesion not only enhances individual brand visibility but also contributes to a unified shopping environment. By creating distinctive yet complementary spaces, the mall reinforces each brand's identity while establishing a memorable presence that attracts customers.
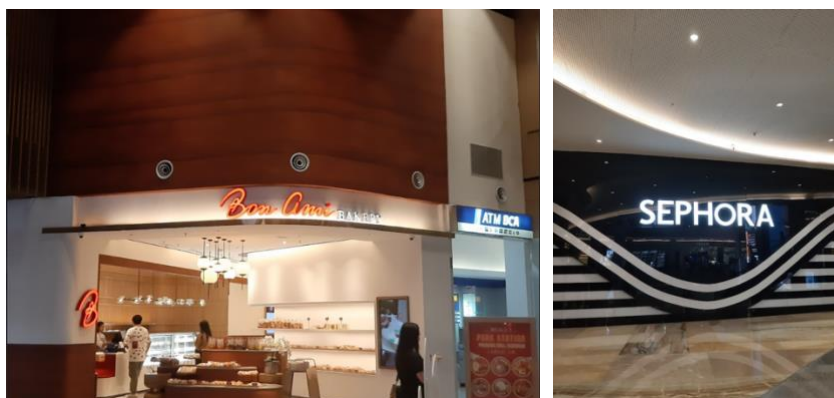

Image 7. (Left) Front View Bon Ami bakery at Pakuwon Mall, (Right) Front View of Sephora Wall in Supermall.
Source: Research documentation

The interior design of Bon Ami Bakery plays a crucial role in shaping its brand identity and presence. The strategic placement of the logo on the canopy, highlighted by LED lighting, ensures strong visibility and immediate recognition, reinforcing the brand's prominence to passersby. The warm brown color scheme creates a cozy and inviting atmosphere, reflecting the bakery's welcoming nature. This cohesive palette, complemented by similar shades, enhances the shop's aesthetic consistency. The use of an orange logo, while distinct, harmonizes with the overall tonal scheme, further solidifying Bon Ami's brand identity by balancing uniqueness with cohesion.

Similarly, Sephora's interior design plays a vital role in reinforcing its brand identity and presence by thoughtfully integrating both form and function. The black and white color scheme, a signature of the brand, creates a bold and striking contrast that immediately draws attention. However, rather than relying solely on minimalism, Sephora takes a more dynamic approach by incorporating a curved line pattern in its logo that mirrors the curvature of the store's walls. This design is particularly effective in its corner location, as the curved lines naturally guide the visitor's eye along the space, enhancing visibility from multiple angles.

Additionally, the design harmonizes with the ambient lighting from the mall's ceiling, further enhancing the store's visual appeal. The interaction between the lighting, the curved walls, and the geometric elements creates a seamless and cohesive environment that strengthens Sephora's brand identity. This deliberate use of space and form not only makes Sephora a prominent feature within the mall but also creates an inviting atmosphere that draws visitors in. By leveraging its spatial positioning and architectural elements, Sephora successfully elevates its presence, making the store a visually compelling and memorable destination for shoppers.
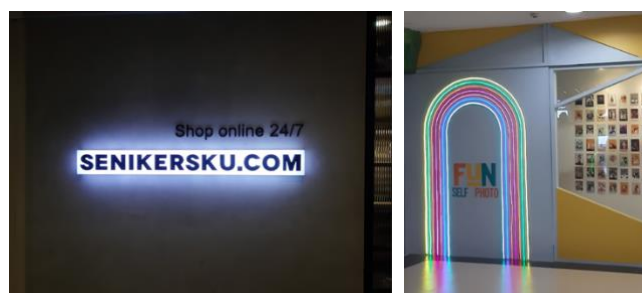

Image 8. (Left) Front Wall Senikersku.com (Right) Front Wall Fun Self Photo.
Source: Research documentation

The interior wall of this shoe retail shop, located within the old PTC area, plays a crucial role in establishing the brand's identity and presence through its thoughtful design. Inspired by a minimalist black-and-white aesthetic, the design employs simplicity to create a striking visual impact that resonates with modern consumers. This approach emphasizes the brand's logo, which is accentuated by neon box lighting, effectively drawing the eye, and enhancing recognition.

By embracing the principle of "less is more," the shop cultivates an intriguing atmosphere that invites exploration while ensuring that the brand message remains clear and prominent. The stark contrast between the black and white elements not only enhances the visual appeal but also conveys a sense of sophistication and elegance that aligns with contemporary fashion trends.

Furthermore, the minimalist design creates a spacious feel within the shop, allowing customers to focus on the products displayed without distraction. This careful arrangement fosters an engaging shopping experience, reinforcing the brand's commitment to quality and style. Overall, the interior form significantly enhances the brand's identity and presence, making the shoe shop a memorable destination within the PTC area.

Contrary to the case of Senikersku.com, the shop Fun Self Photo that is situated in the corner of the mall, strategically positions its logo to maximize visibility and capture the attention of passersby amidst surrounding stores. By using the incorporation of strip lighting that forms a rainbow further enhances the lively atmosphere, infusing the shop with a sense of vibrancy and energy. This dynamic lighting complements the shop's playful color palette, creating an inviting and cheerful environment that resonates with visitors of all ages. This prominent display is a crucial aspect of its brand identity, as it reinforces recognition and invites potential customers to engage with the space.

As a self-portrait studio, the interior design choices are intentionally curated to reflect the shop's family-friendly ethos. The bright colors and whimsical lighting not only create a visually stimulating experience but also foster a sense of joy and creativity, aligning with the brand's goal of providing a fun and enjoyable atmosphere for its customers. Collectively, these elements work together to establish a strong brand presence, making the shop a memorable destination within the mall and reinforcing its identity as a welcoming space for families and individuals alike.

In conclusion, EGD is essential for establishing brand identity and enhancing customer experience in shopping malls like Pakuwon Supermall. By integrating signage, wayfinding systems, and visual elements, EGD shapes how visitors perceive and interact with the space. Effective design reflects the mall's brand values, creating a cohesive identity that sets it apart from competitors. Research indicates that well-executed EGD fosters an inviting atmosphere, encouraging exploration and engagement (Baiz & Atakara, 2023). Strategic placement of design elements enhances brand visibility, as seen with stores like Bon Ami Bakery and Sephora, which utilize inviting environments to attract customers. Furthermore, effective signage improves navigation and emotional connection, promoting brand loyalty and repeat visits (Pangestu & Soewardikoen, 2023). The incorporation of digital EGD elements, such as interactive kiosks, further engages visitors by providing real-time information (Nabilah et al., 2018) Ultimately, EGD creates a unified environment that strengthens brand connections and distinguishes the mall in a competitive retail landscape.

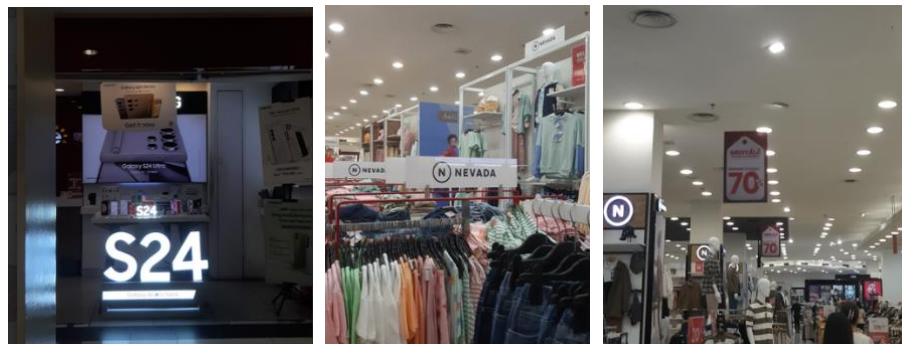**The Role of Decorative Structures in Elevating Brand Presence**

Image 9. Hanging posters at Matahari (Left) Hanging posters at Matahari (Center) Product Display (Right)
Source: Research documentation

Inside the Matahari store, numerous banners and posters displaying the latest promotions and seasonal collections serve as visual cues that enhance the shopping environment. These elements, as part of Environmental Graphic Design (EGD), significantly contribute to the mall's brand identity and atmosphere, helping to shape the customer experience. EGD, which includes signage, murals, and thematic decorations, plays a vital role in creating a cohesive and aesthetically pleasing interior that aligns with the brand's image. As noted by *Ahmad et al. (2019)*, the integration of EGD elements such as signage and decorative displays enhances the mall's overall visual appeal and reinforces its branding, making the space more recognizable and memorable to visitors.

In addition to the banners, Matahari employs a technique of placing promotional and brand boards in close proximity, oriented toward the visitor's path. This strategic arrangement

allows customers to absorb multiple promotional messages at a glance as they navigate through the store, significantly increasing their exposure to key offers and brand information. By ensuring visibility, Matahari enhances the likelihood of customer engagement with promotions. The repetitive use of hanging banners and strategically placed boards creates a cohesive visual theme that reinforces Matahari's brand identity. This consistent showcase of promotional information keeps customers aware of ongoing discounts and special offers, encouraging impulse purchases and fostering greater customer engagement as shoppers are drawn to visually prominent promotions.

Moreover, the elevated placement of banners contributes to an open and spacious feel within the store. Utilizing vertical space maximizes the retail environment's organization and layout while maintaining clear sightlines for easier navigation. The bright colors, bold typography, and eye-catching graphics of these elements not only capture attention but also leave a lasting impression on visitors, reinforcing brand recall and encouraging repeat visits.

The emotional impact of visual stimuli in EGD cannot be understated. Au-Yeung et al. (2024) highlights how environmental stimuli, such as appealing visual designs, evoke emotional responses that can drive impulse purchases. By creating an engaging and visually stimulating environment, EGD can trigger excitement, enjoyment, and a deeper connection with the space, prompting customers to stay longer and spend more. In the context of Matahari, this emotional engagement is further enhanced using banners and posters that connect with the brand's image and seasonal themes, fostering a sense of familiarity and loyalty among shoppers.

In other alternatives, as shown in the case of retail mobile phone store, a standout feature is the prominent display of the Samsung S24, highlighted by strategically positioned neon box letters at the front of the store, which serve as a striking visual focal point. The neon letters create an eye-catching effect, with large letters on the floor and smaller ones on display tables, reinforcing the visibility of the Samsung S24. Their vibrant colors and glowing appearance align with the modern, tech-savvy image of mobile phones, effectively capturing visitor attention and encouraging engagement with the products.

This strategic use of EGD establishes a clear product identity, making it easier for customers to locate the latest offerings. By prominently showcasing the Samsung S24, the store positions itself as a leading retailer of cutting-edge technology, attracting tech enthusiasts eager to

explore new innovations. The dynamic atmosphere created by the neon signage fosters excitement and urgency, potentially leading to increased customer interaction and sales.

Additionally, the repetitive nature of the signage aids in brand recall. Frequent exposure to the neon letters helps customers remember the Samsung S24 and associate it with the store, which is vital in a competitive market. Overall, the use of neon box significantly enhances branding by attracting attention, improving product recognition, and fostering an engaging shopping environment that positions the store as a top destination for mobile technology.

In conclusion, Environmental Graphic Design (EGD) functions as a decorative structure that elevates brand presence by enhancing the visual appeal of a space, improving wayfinding, and evoking positive emotional responses from visitors (Apsari et al., 2023; Au-Yeung et al., 2024). By strategically using design elements such as banners, posters, and murals, retail environments like Matahari can create a memorable shopping experience that strengthens brand recognition, customer loyalty, and satisfaction (Aziz & Iskandar, 2023; Calvo-Porral & Mangin, 2018). As the retail landscape evolves, the role of EGD in shaping these experiences remains integral to successful mall design (Kesumasari, 2019)

The utilization of public facilities, which supports accessibility and comfort

Image 10. (Left) Signage Directory. (Center) Signage Directory. (Right) Pylon Directory.
Source: Research documentation

One of EGDs most crucial contributions is its role in wayfinding and navigation. Research by Chen and Fouladi (2024) emphasizes that accessible navigation mapping is vital to supporting individuals with mobility disabilities, as inadequate access and overly complex designs can pose significant barriers. By employing clear, accessible signage and visual cues, malls can better guide visitors, helping them navigate complex layouts and locate stores, amenities, and exits. This is particularly essential for individuals with mobility challenges, as they can navigate the space independently and comfortably.

Effective facility signage is crucial for enhancing the user experience in a mall environment. Thoughtful graphic design clearly marks public facilities like restrooms, parking areas, and nursing rooms, enabling visitors to easily locate essential amenities. Moreover, prominently displaying information about events and activities with eye-catching designs enriches the mall's atmosphere, making it more welcoming and accessible.

In this context, the signage directory mounted on a column near the escalator serves as an essential navigational tool that significantly enhances the mall's environmental graphic design. By clearly directing visitors to various locations, it improves overall flow and accessibility. The directory features a gray background for neutral contrast and white text for clarity, aiding wayfinding while contributing to a cohesive user-friendly environment.

Similarly, strategic signage placement can elevate brand visibility. The pylon promoting Pakuwon's property products is positioned near the atrium and parallel to the road, allowing it to be viewed from multiple directions. This maximizes visibility for both pedestrians and vehicles, effectively capturing potential customers' attention. The pylon's design aligns with Pakuwon's branding strategy, incorporating visual elements that reinforce brand identity. This consistency not only enhances brand recognition but also contributes to a vibrant commercial ambiance, signaling to customers that they are in a dynamic space. By integrating such elements into commercial designs, brands can strengthen their presence and engage consumers more effectively, ultimately driving foot traffic and enhancing customer loyalty.

Overall, EGD is essential on creating a mall environment that is accessible, comfortable, and enjoyable for all visitors. Effective wayfinding, aesthetically pleasing designs, universal design features, and technology integration all work together to ensure that shopping malls remain inclusive spaces that meet the diverse needs of their visitors. As retail environments continue to evolve, the importance of EGD in fostering a welcoming and functional atmosphere will remain a key consideration for mall designers and operators.

CONCLUSION AND RECOMMENDATION

Environmental Graphic Design (EGD) plays a crucial role in shaping branding and customer experience within shopping centers, particularly in dynamic environments like Pakuwon Mall. As consumers navigate bustling corridors filled with various retail options, EGD serves as a powerful tool to guide their journey, enhance brand recognition, and create memorable shopping experiences. Below on table 1, provided key insights that highlight the importance of EGD in this context:

Table 1. The Importance of EGD in design context

EGD Role	Design Implications
Space Circulation	• Implement clear directional signage at key decision points to enhance visibility and guide customer movement. • Utilize vertical space effectively to improve organization and maintain clear sightlines.
Space Form	• Create a design hierarchy that reflects brand identity, ensuring clarity in navigation. • Use unique architectural forms to enhance brand presence and memorability. • Align design elements with the brand's personality for a cohesive experience.
Role of Decorative Structures	• Integrate decorative elements that reflect the brand's character, enhancing engagement. • Utilize lighting to draw attention to key areas and improve visibility. • Position decorative features strategically to create focal points that encourage exploration.
Utilization of Public Facilities	• Design accessible public amenities to improve visitor comfort and navigation. • Ensure clear signage for all facilities to enhance overall shopping experience. • Regularly update facilities based on customer feedback to meet evolving needs.

To effectively harness the benefits of EGD and elevate customer experiences within commercial interiors, designers and brands must adopt strategic approaches tailored to their unique environments. By focusing on thoughtful design and implementation, they can create spaces that not only attract customers but also foster lasting connections with their brands. Key strategies include strategically placing signage at key decision points to guide customers from various angles, ensuring consistent branding through color schemes and graphic styles for a cohesive experience, and incorporating interactive elements such as digital displays or touchscreens to engage customers with information and promotions. Additionally, designers can use EGD to create distinct thematic areas within spaces, resonating with the target audience, and regularly gather customer feedback to make necessary adjustments. Seasonal updates to EGD elements can also encourage repeat visits by reflecting the latest trends and themes, ensuring a dynamic and engaging environment that keeps customers coming back.

By implementing these strategies, designers and brands can effectively leverage EGD to enhance customer experiences and strengthen their presence within shopping centers. For future research, various types of studies can be explored, such as investigating visitors' perspectives on the placement, color, and shape of EGD. For future research, different methodologies could be employed, including quantitative, qualitative, or mixed methods. It is hoped that this research will serve as a foundation for further studies in this field.

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