REDESIGNING THE DIGITAL INTERACTIVE MAP “SURABAYA MAP” SUARA SURABAYA MEDIA TO BE INFORMATIFIE WITH ACTIVE AND SIMPLIFIED CONCEPT

Name of Student : Christyan Budi Susilo
NRP : 3408100097
Study Program : Visual Communication Design
Department : Industrial Product Design FTSP – ITS
Supervisor : Denny Indrayana S, ST. M.Des

Abstract

Map is a useful medium for a person in helping the existence of a location. Development of an enabling technology that originally transformed the conventional media to digital. The existence of these technologies to present a digital map and have replaced the old media in the form of printed maps. Digital maps allow users to interact with the map so that users can easily and more quickly in getting information. Because digital form as well, the information contained in the maps are different from conventional maps. In terms of location information, digital maps are better able to deliver in-depth detailed information on specific locations. This helps the user and also helped drive the economy.

Surabaya Map is an interactive digital map that is owned by Suara Surabaya Media. This map presents information on the location of the city of Surabaya in interactive digital form. Its presence is very helpful people, especially residents in Surabaya found a specific location. The Media has had the image in the eyes of the people that have been built since 2005 until now.

By observing the enormous potential in developing Surabaya Map, Surabaya as the second largest city in Indonesia and rapid development from year to year. And the inability of Surabaya Map development, it takes some effort to be able to restore the image of Surabaya Map and develop continuously in order to become a benefit media for Suara Surabaya and especially for the city of Surabaya.

Keyword: Digital Map, City Directory, City Guide, Surabaya