

ABSTRACT

Museum Palagan Bojongkokosan is a museum located in the district of Sukabumi, this museum is a museum of the history of struggle people's that occurred on December 9, 1945. Museum Palagan Bojongkokosan give much insight into the history for visitors about the struggle and sacrifice of the heroes to defend the independence of Indonesia. there is still a shortage of interest of visitors to visit the Museum Palagan Bojongkokosan, this lesser-known museum existence as existing tourist attractions in Sukabumi, chance the museum is located on the main line road traffic Sukabumi-Bogor. Visual identity Design to mark the existence of this museum is very necessary because there are many tourists who do not know his whereabouts. The objective of this Design of is Giving Information appropriate with science of visual communication design at the Museum Palagan Bojongkokosan that attract visitors. The method used in this is qualitative method to generate descriptive data in the form of words written or spoken of the people and behaviors that can be observed. Media Visual Identity used to introduce Museum Palagan Bojongkokosan in the form of Public Identity is logos and Special Identity of museum in the form of a information and promotional media for the visitors, packed with interesting design that can instill good image of the museum visitors.

Keyword : Museum, Logo, History, visual identity, War, Tour