

ABSTRACT

MEDIA PROMOTION DESIGN OF INDONESIAN POSTAL MUSEUM

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The diversity of heritage of ancestors make the next generation must preserve these relics as proof of the start of a civilization. The way to maintain and preserve these relics of the past can be done in various ways, one of them with a historical museum media.

In the face of these phenomena, in Bandung, West Java, there is a museum that records the long history of mankind through postal communications namely Indonesian Postal Museum. However problem arises when the public interestless to visit that it doesn't makes achieve the expected target visitors, this is due to the lack of public knowledge on this museum.

To resolve the problems mentioned above, the author tried to obtain the required data through observation method on the object of research, study literature by reading and collecting literature, interview with the relevant sources and distribute questionnaires to the respondents who represent the target audience as well as perform analysis using matrix method. Once the data is obtained, then the author designed a media campaign using the creative concept of adolescent approach at this time, those a dynamic, energetic and trendy as well as including teenagers on the phenomenon selfie-groufie. Subsequently made the appropriate media in the design of this final project such as posters, brochures, magazine ads, mascot, website banner, instagram, facebook, twitter, flyers, t-shirts, and stickers.

Hopefully, by this Final Project, it will be able to help the Indonesian Postal Museum to meet the desired target audience simultaneously designing appropriate media campaign so that the public is more aware of its existence. In addition, this paper is also expected to assist the parties in need

Keywords: Media Promotion, Museum, Indonesian Postal Museum, Retro Design