

ABSTRACT

Nurhidayat, Farras. 1401120101. (2018). " Visual Design and Media Promotion at Bandung Geological Museum". Final Project. Visual Communication Design Departement. School of Creative Industries, Telkom University.

Bandung's Museum of Geology is always packed with visitors. Because of the Museum's cheap pricing and complete collections, it is a popular study tour destination for many schools, from elementary to college, from within Bandung and also throughout Indonesia. The collections in Bandung's Museum of Geology is regarded as a useful tool to absorb historical values of the life and environments of that time, and is also valuable for science and education

To its credit, though, Bandung's Museum of Geology has not garnered interest as a destination, from adolescents nor adults. Adolescents admit to only visiting the Museum when a homework is assigned to them or when the school conducts a study tour to the place; they do not regard it as a place they would want to visit voluntarily, even though the Museum a great place to educate and learn.

Keyword: Promotion, Museum , Geology , Historical, Museum in Future , Bandung