

ABSTRACT

Museum Pos Indonesia in the city of Bandung is a museum that has a collection of stamps from various countries and is also equipped with a history and collection of historic postal objects. There is a lot of potential and information that we can get when visiting the Museum Pos Indonesia, but the lack of concern about providing information makes information not conveyed and is useless. By using the data collection method in the form of interviews and observations with related parties, information is expected to support the design process properly. The method used to analyse data using the SWOT analysis method so that the design is achieved in accordance with the target audience. The media used are interactive information media in the form of motion graphics for children aged 11-15 years who are the most visitors of the Museum Pos Indonesia in order to be able to provide education and information about the history of exposure in Indonesia as is the foundation of long-distance communication that has finally developed to the present. By providing information using motion graphics, it is expected that information can be more interesting, thereby increasing visitor enthusiasm to find out. By using this media, it is expected that the target will be able to obtain information that is easy to understand so that it makes new insights about the history of the postings in Indonesia, which is one of the important information from the Pos Indonesia Museum.

Keywords: Museum Pos Indonesia, interactive, motion graphics, Indonesian postal history