

ABSTRACT

The National Museum of Indonesia Natural History (Munasain) is a museum located in Bogor City. The museum was previously used as laboratory in researchers working at Indonesia Institute of Sciences (LIPI). It officially become a museum in 2007, made first development in 2015, change name to Munasain in early 2016, and still being developed to this day. Inside the museum has a collection of artefacts with total of 2000 collections from all over the archipelago, which are based on biology or from nature. However, some people are less interested in museums, the level of visit to museums is still low, many do not know about the existence of Munasain, and there is a no information media that can be easily accessed by the public. By utilizing the potential of mobile apps and the massive number of smartphone users, there is an oppoturnity to introduce Munasain to the community. The role of the application for the museum itself is very large, not only making it easier for visitor but also making it easier for managers to use it. This desain carried out by the mentod of observation, interviews from the museum, comperation between other museums and literature study of related books to produce information media in the form of applications that can become information media for the community and also characteristic in term of information media of Munasain.

Keyword: Museum, Society, Application, Information Media.