

ABSTRACT

The Balaputra Dewa Museum is an Education Museum managed by the National Education Department of the South Sumatra Province, which aims to educate the public about the history and culture of South Sumatran civilization. Built in 1978 and inaugurated on November 5, 1984, in an effort to make the Balaputra Dewa Museum a mediator of information on the history and culture of South Sumatra. However, these efforts have not reached the desired target to attract the public or tourists. There is no fixed visual identity to be used as a reference for realizing the image and the lack of promotional media used, the authors aim to help the Balaputra Dewa Museum through designing a visual identity as a permanent reference for visual design and promotional media for the Balaputra Dewa Museum in the form of work that is in accordance with relevant research methods , to be able to realize the expectations of the museum and to strengthen the effective and efficient image of the Balaputra Dewa Museum.

Keywords : Museum, Sriwijaya Kingdom, Visual Identity, Promotion Media