

ABSTRACT

Museum Perjuangan Bogor displays only one branch, namely the struggle of the City of Bogor against the invaders. Inside this museum you can see items that show how the struggle of the fighters against the invaders to defend Bogor. At this time, a visual identity and promotional media will be created for Museum Perjuangan Bogor in order to gain public awareness and increase the number of visitors significantly. So a research was conducted to find out what was needed and how the visuals were right for this museum. The methods to be used are observation, interviews, and heritage studies with the analysis used is the marketing mix and comparison matrix. After research by conducting the above methods and analysis, a design for visual identity and promotional media for the Museum Perjuangan Bogor was made to meet the shortcomings faced by this museum. And after creating a visual identity and promotional media, it can be hoped that the Museum Perjuangan Bogor will continue similar research to find out the problems and solutions that will be carried out for the best.

Keywords: Visual Identity, Promotional Media, Museum