

ABSTRACT

PROMOTIONAL MEDIA DESIGN OF THE SUBANG MUSEUM AS AN EFFORT TO INTRODUCE THE SUBANG MUSEUM TO JUNIOR HIGH SCHOOL CHILDREN OUTSIDE SUBANG DISTRICT

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Subang is a district in West Java Province. In Subang Regency, there is a historical place called the Wisma Karya Building, one of the colonial heritage buildings in Subang, West Java. The Wima Karya building has changed its function to become a museum under the supervision of the Subang Regency Education and Culture Office. The Subang Museum is one of the icons and the only museum in Subang Regency. This museum stores a collection of historical objects in Subang and other scientific information. However, public knowledge of this museum is still very lacking, especially among teenagers. To solve the problems above, the author collected data through observation methods, literature studies, interviews with related sources, and distributing questionnaires. The author carried out the design using a creative concept using a geometric design style that reflects the nature of youth, namely dynamic, creative, and modern. The media used by the author in this design is digital media, namely social media such as Instagram, TikTok, and websites. The print media that the author designed are posters, brochures, x-banners, t-shirts, tote bags, stickers and pins, stationary, mascots, mugs, and notebooks and pens. By designing this final project, it can help the Subang Museum to attract more visitors so that the public can know about the existence of the Subang Museum.

Keywords: *Promotional Media, Museum, Subang Museum, Geometry Design*