

**ABSTRACT**  
**VISUAL IDENTITY DESIGN AND MEDIA PROMOTION**  
**MANDALA BHAKTI MUSEUM**

by

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Museum in Semarang city has some interesting historical potential. One of them is Mandala Bhakti Museum which keep historical objects at the period of independence in Semarang. Mandala Bhakti Museum is a museum that become an evidence for the birth of the Army in Indonesia. Mandala Bhakti Museum has a great potential in increasing a sense of nationalism. A sense of nationalism grew as capital development for fulfill the independency. Unfortunately now a days, people in Semarang doesn't has an interest for museum. A lot of people assumed that a museum is not an interesting place because of lack of care and maintenance. Analytical method is done by observation, interviews also from questionnaires resulted and made a conclusion that the character of the design from Mandala Bhakti museum is decisive and dynamic. Decisive and dynamic character from Mandala Bhakti museum is implemented in some media such as stationery, brochures, flyers, guide maps, x-banner, posters, souvenir and business concept by photo booth. Hopefully, with better visual identity and media campaign for Mandala Bhakti museum, the public interest for the museum is getting higher.

Keywords: Museum, Mandala Bhakti, Semarang, Tourism, History, Independency.