

ABSTRACT

Culture is one of the marks of a country. Indonesia has a diverse of cultural ethnicity. One of those ethnic groups is Karo people who inhabit Karo Plateau, Langkat Hulu, Deli Hulu, and some areas in Dairi Region. This ethnic group has a long history of cultural life which being eroded by modernity. Museum is an institution which goal is to preserve, in this context, cultural heritage and to represent those heritages to modern people. A museum called Museum Pusaka Karo which located at the heart of Berastagi City has not been so well known and given interest by its prospective guests (domestic and international tourist).

Methods used for data gathering are observation, literature study, in-depth interview, and questionnaire. From the data and fact gathered and analyzed by using matrix analysis, concluded that Museum Pusaka Karo is in a need of a new identity and a set of guides for the new identity implementation to other identity medias.

The design concept is to represent a new identity by utilizing Karonese ornaments. The new identity will be designed according to combination of Karonese traditional braids or webbing with another ornaments which hold a profound meaning according to Karonese customs. The new identity will be implemented on medias needed by the museum such as stationery, object label, signage and wayfinding and the brand bible, the graphic standard manual. Hopefully the design result will help the museum to enhance its image and help increase the museum brand awareness which will be seen by the increasing number of guests.

Keywords: Branding, Identity Design, Museum.