

## **ABSTRACT**

Bandung is a tourist destination, there are places that tourists can visit in Bandung, from mall, natural tourism, to museum. Besides Bandung is well-known for a tourist destination, Bandung is also the center of culture of Sunda. Fortunately, there is a museum in Bandung that keeps the Sunda heritage, which is Sri Baduga Museum, as a place to study the culture of Sunda. However the adolescents as the next generation has less interest in visiting Sri Baduga Museum. Designing visual identity and promotion media is necessary in order to increase adolescents' interest. In designing visual identity and promotion media, methods like observation, interview, questionnaire, value and excellence should be done. Those methods will be performed to get a concept for the outputs. After getting a conclusion and a solution from the methods, then it will be applied on Logo, Brochure, Billboard, and poster. Designing visual identity and promotion media has purpose in increasing adolescents' interest to visit Sri Baduga Museum. So that, adolescents as the next generation could study the culture of Sunda, therefore they could conserve the culture of Sunda as it is expected.

**Keywords: Museum Sri Baduga, Promotion Media, Sunda, Visual Identity.**