

## **ABSTRACT**

*The cultural and historical tourism sector in Indonesia has great potential to be developed, one of it is the Si Pitung House Museum which embodies the historical tour of Betawi culture on the coast of North Jakarta and becomes the only witness to the history of the existence of Si Pitung's Nusantara hero. The Si Pitung House Museum has great potential as a historical and cultural tourist destination that can educate, but the intensity of visitors to the Si Pitung House Museum has decreased every year, this is caused by internal factors such as the information on the Si Pitung House Museum so that its presence is not exposed by the wider community, and making the community less understanding and appreciating the Si Pitung House Museum with minimal historical and cultural value. Judging from the main purpose of the establishment of the Si Pitung House Museum as a center for information and historical and cultural publications, it cannot be achieved if its existence is less known to the public. As mentioned Surianto Rustan Visual identity displayed on a brand can increase awareness and positive brand image in the minds of the public, and good promotional media can persuade people to visit. The design is intended to make the Si Pitung House an educative historical and cultural tourism attraction and has a special attraction for the community, it is also expected to change people's perceptions of the Si Pitung House Museum, and provide a good image as cultural heritage with historical and cultural values high, so that it can attract people to visit.*

*Keyword: Visual Identity, Promotion Media, House of Si Pitung Museum, History, Culture, Visual Brand.*