

ABSTRACT

Medan is a city inhabited by various tribes because since ancient times the Medan area has become a trade transit traffic lane because of its strategic position at the confluence of the Deli river and the Barbura river which all empties into the Malacca Strait which plays an important role as a silk maritime route connecting the region in Asia, the Middle East and Africa. From the diversity of the tribes, Medan City has many stories and historical relics of the past, one of which is located in the Medan Marelan district, the Kotta Cinna Site Museum. This museum contains information and historical relics about this area which was once an ancient port used in Southeast Asian trade around the 11th-14th century AD. However, there are still many among the people of Medan City who are not aware of the existence of the Kotta Cinna Site Museum due to lack of promotional media so that visitors to the museum are still few. From these problems, the writer will collect data through direct observation methods to the Museum, distribute questionnaires to the people of Medan City, as well as literature study. The author aims to design a visual identity such as: logos, colors, souvenirs and promotional media such as: poster, banners, digital marketing booklets through social media namely Instagram so that the Kotta Cinna Site Museum has a strong image and can attract the interest of the people of Medan City especially school children Middle and high school levels to visit and learn history of Medan City.

Keywords: Museum, Medan, Identity, Promotion, Brand