

ABSTRACT

VISUAL IDENTITY AND ITS IMPLEMENTATION

ON PROMOTION MEDIA

OF MUSEUM SULAWESI TENGAH

Palu is the capital city of Central Sulawesi province located in middle part of Indonesia. The natives who inhabit Palu are from ethnic Kaili which is an original tribe in Central Sulawesi. Nowadays, young generations of Kaili ethnic started forgotten about their cultures. These things were showed by the use of the traditional language of young generations of Kaili ethnic were abandoned, the minimum knowledge of their cultures, the use of traditional music instrument at marriage ceremony were replaced by modern music instruments and such. Based on the description above, the inheritance of Kaili cultures should have been saved in one place so it can prevent its extinction, and it could always be enjoyed by local people, domestic tourists, and foreigners.

Museum is the place on which facilitates the cultural tourism. The function of the museum are to exhibit, to maintain, and to preserve the existing collections. Since its establishment until today, data on the number of visitors Museum of Central Sulawesi is still low. This is because the museum has not yet has a logo, the limitation of promotional media, and the service has not been maximal in terms of functional space. One of the ways to increase the number of visitors is by persuading young generations of Kaili ethnic through a promotional media and improving its service.

The data collection was done by direct observation to the Museum of Central Sulawesi, conducted an interview with the manager of the Museum, after that the author distributed the questionnaire to the visitors, and literature. This research uses a matrix analysis to infer design. A design framework was made from the data collected to design a logo, promotion media museum. Logo was made from the shape of Palindo sculpture, which is a sculpture relics on megalhitic era. This was chosen because the majority of people in Palu have been familiar with its shape. As for the poster, the author designed in two categories which are a promotional poster through an event and a direct promotional poster to visit museum. The result of this research can be used to increase the data number of visitor.

Keywords : logo, promotional media, Museum of Central Sulawesi