

ABSTRACT

DESIGN OF VISUAL AND MEDIA IDENTITY OF MUSEUM OF ANCIENT HUMAN SEMEDO SITES IN TEGAL CITY

Tegal Regency is on the north side of Central Java on the northern coast line of the Java Sea, directly adjacent to the cities of Tegal, Pemalang, and Brebes. Civilization in Tegal Regency lasts very old, this is in accordance with the findings of ancient human fossils by the people in the Semedo region. Administratively the fossil findings are in the area of Semedo Village, Kedung Banteng District, Tegal Regency, Central Java. The beginning of the story of the fossil discovery in 1987 by Mr Dakri while fishing at Bruk Picis and looking for firewood in the Cempluk Wuni forest on the river wall found bluish-green rocks resembling animals that used to live in the sea, even though they were in the mountains. Since then Mr. Dakri discovered antique objects in the form of fossils. The findings are now being built by the Semedo Museum. Its construction has reached 90% opening in the middle of this month. The museum needs a visual identity that can represent the image of an ancient human museum so that it can be known and remembered by the public. Promotional media needs to be made that can introduce the museum. The method used in this thesis uses qualitative research by collecting data on observation, interviews, and literature. The analytical method used is the SWOT method. Hopefully the design of this final project can produce an identity that can represent the image of the Ancient Human Semedo Museum market that can be remembered and also produce promotional media that can introduce the museum so that it can be recognized by local and outside regions.

Keywords: Tourism, Museum, Ancient Man, Semedo, Identity, Promotional Media