

ABSTRACT

To commemorate the struggle of the heroes of Indonesian independence, a place called a historic house is needed. One of the historic houses in Bandung is Inggit Garnasih's House. As time went on, Inggit Garnasih Historic House sometimes still lacks visitors. The main factor that causes Inggit Garnasih's House lacks visitors is the lack of a strong visual identity and promotional media, so that visitors have the perception that the collection at Inggit Garnasih's House is still minimal and boring. Therefore, in this research and design the author aims to produce a visual identity in the form of logos, brochures, guide books and promotional media that provide information about Inggit Garnasih Historic House through social media, Instagram by using qualitative research methods including observations, interviews directly to the manager of Inggit Garnasih Historic House, questionnaire and literature study which was then analyzed using the SWOT analysis method, so that the image of the Inggit Garnasih Historic House is better and can attract visitors.

Keywords: *Visual Identity, Promotion Media, Historic House of Inggit Garnasih, Bandung City, Knowledge, History*