

ABSTRACT

Museum is a place to store and appreciate heritage objects. One of many museums in West Java that store royal heritage objects is Talaga Manggung Museum located in Talaga sub-district, Majalengka. Although Talaga Manggung Museum has been around for a long time, visitors are still few compared to other similar museums. One of the main factors causing the lack of visitors to Talaga Manggung Museum is that there is no effort from the museum management to promote the museum. In this study, the author aims to create a visual identity system that describes the identity of the museum itself and applies it to promotional media. The study was made using qualitative data collection methods by conducting observations, interviews, questionnaires, and literature studies. The analysis is done with method like matrix comparison analysis and SWOT analysis to conclude the direction of delivering the information about visual identity and communication concepts that can be applied to the museum itself. With this study, a hope on the increase in number of visitors to Talaga Manggung Museum is expected.

Keywords: *Visual Identity, Promotional Media, Museum, Talaga Manggung, History*