

## **ABSTRACT**

Museum Provinsi Kalimantan Barat is a museum that located in Pontianak city. This museum has 4000 diverse collections of historical information and cultural relics from the three largest ethnic groups in West Kalimantan which are Melayu, Dayak and Tionghoa. This great benefits from the museum is not proportional to the number of visitors that have a declining trend from year to year, one of which was mentioned by the manager of the museum caused by a negative stigma that still exist in the community that said the museum is an ancient and boring place to visit. This is certainly very unfortunate, because there are valuable information about culture that can't be found anywhere else other than in the museum. If it continues like this, the people, especially the younger generation, do not know about the cultural history of their region. Delivery of information that not maximized in the communication media and lack attention to the visual make the image of the museum can't be well embedded in the eyes of the public. That is why the design of visual brand communication is need to be done with the output of a visual identity that will be implemented in the information & communication media. This design uses data collection methods of observation, interviews, questionnaires and literature study with a comparison matrix and SWOT analysis. This design aims to strengthen the identity of the museum and give a good image in the community to increase the number of visitors.

**Keyword:** Museum, History, Culture, Brand Communication