

## **ABSTRACT**

*Football in Bandung have a rapid development. The rapid development can be seen through people's enthusiasm of football in Bandung. Football in Bandung identically related to Persib Bandung which has a lot of supporter basis either around Bandung City or Bandung Regency. Museum Persib 1933 is built to provide people's facilities related to information, education, and recreation media which also related to footballs in Bandung. This project is located in Soreang, precisely in Si Jalak Harupat Stadium Sports Complex. This project is limited by the layouting of interior elements which arranged in such a way through the Brand Identity approach methods. The main purposes of Museum Persib 1933 is to create the first Football Museum in Indonesia which provides the people's demand about the development of Football in Bandung, and to showing of the collection objects of Persib Football Club. This project also have goals to opening people's thought about Persib's achievements and the history of football development in Bandung which they do not know clearly well so far and also to encourage people to learn more about the collection objects according to the chronology of the eras.*

*Key Words: Museum, Bandung, Football, Interior Design*