

## **ABSTRACT**

*The need to prioritize original assets and high identity for the city of Bandung in strengthening the characteristics that have been produced by existing history through very important documentary institutions, so that management needs to be carried out according to science that can be aligned. Then strengthen the documentary institution, namely the History museum of the city of Bandung as a means of education for the City of Bandung in order to support the city branding of the City of Bandung as a city that is famous for its culture of knowledge and science. The purpose of this research is to find out how the Bandung City History Museum's communication style forms in seeking documentary institutions as a means of education for visitors and also the general public. The research method used in this study is a qualitative approach. The researcher uses a type of case study based on the formulation of Robert K. Yin. The results of this study indicate that the Bandung City History Museum brings its own style of communication that we can take through the program created by the museum, namely a discussion forum called "Ngobrol di Museum". From the event, the style of communication in the form of non-formal which aims to make people more comfortable, straightforward and free.*

*Keyword: communication strategy; communication style; institutions of document*