

ABSTRACT

Museum Monumen Perjuangan Rakyat Jawa Barat (Monpera) is one of the important museums in Bandung that stores collections of historical objects and tells the story of the struggle of the people of West Java in achieving independence. However, it is still not well known by the public, especially the younger generation due to various factors. This is due to the lack of promotion done and the boring image of the museum.

This final project aims to design a visual identity for Museum Monumen Perjuangan Rakyat Jawa Barat to introduce the existence of the museum itself and keep away the image or impression of an ancient, creepy, and boring museum so that it can compete with other museum tours in Bandung. This design was carried out using the methods of literature study, observation, interviews, questionnaires, comparison matrix analysis, and SWOT analysis.

The media created in this design are logo, graphic standard manual (GSM), stationery set, ticket, floor plan guide, poster, brochure, banner, Instagram social media, website, volunteer shirt, information panel, merchandise, and sign system. The benefits of this design are expected to increase the introduction of the existence of the museum, improve the image of the museum, and increase public awareness about the historical and cultural values of Bandung.

This visual identity design is expected to be a solution to strengthen the image of the museum and introduce the existence of Museum Perjuangan Rakyat Jawa Barat. The museum is an important place to study history and culture, so it needs to be improved so that people are more interested in visiting it and making alternative museum tourism in Bandung.

Keywords: Visual Identity, Museum Monumen Perjuangan Rakyat Jawa Barat, History, West Java