

ABSTRACT

The National Museum of Natural History of Indonesia (Munasain) is a museum developed from the Indonesian Ethnobotany Museum (Mei), the National Museum of Natural History holds many collections about biodiversity ranging from Indonesian natural history, flora and fauna to Indonesian natural products, natural crafts originating from various tribes and regions in Indonesia. The National Museum of Natural History of Indonesia is one of the interesting places for visitors who want to learn more about Indonesia's biodiversity. Munasain has a large exhibition space and lots of educational information, making it a place to admire the beauty of nature and learn about the importance of conservation and biodiversity. The location of the National Museum of Natural History of Indonesia (Munasain) is quite strategic because it is in the middle of the city and quite close to the Bogor tourist area which is crowded with visitors. However, unfortunately Munasain is relatively unknown to the Bogor community, this is partly due to the lack of brand awareness and the lack of implementation of Munasain's visual identity. This Final Project aims to redesign the visual identity of Munasian as an effort to build brand awareness for the Bogor Community, so that Munasian can be better known and in demand by the Bogor Community, in this design the methods of literature study, observation, interviews, questionnaires, comparative matrix analysis, and SWOT analysis are carried out. The rebranding of the Indonesian National Museum of Natural History includes the design of the Graphic Standard Manual (GSM) book which contains logo guidelines and supergraphics, as well as the design of supporting media based on AISAS such as social media posts, posters, banners, and merchandise as an effort to increase Brand Awareness. The Indonesian National Museum of Natural History is an important place to learn history and provide education about Indonesian nature. Therefore, with this design it is expected to strengthen the image of the museum and introduce the existence of the Indonesian National Museum of Natural History among the people of Bogor City.

Keywords: *National Museum of Natural History of Indonesia, Visual Identity, Rebranding.*