

VISUAL IDENTITY DESIGN OF BAJRA SANDHI MUSEUM



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FINAL PROJECT REPORT

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VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARTS AND DESIGN

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

VISUAL IDENTITY DESIGN OF BAJRA SANDHI MUSEUM



FINAL PROJECT REPORT

Proposed to Fulfill one of the requirements
to obtain the title of
Bachelor's of Design

Patricia Putri Sampurna
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VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARTS AND DESIGN
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TANGERANG
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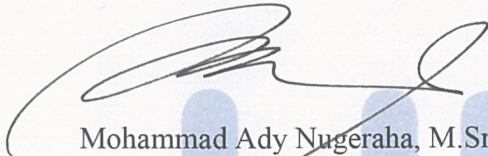
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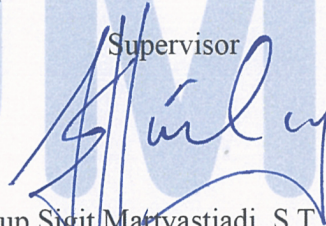
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PREFACE

All thanks to Allah SWT for His grace and glory, for without His help, I wouldn't be able to complete this final project with the title of "Visual Identity Design of Bajra Sandhi Museum". This final project journey has finally comes to an end with various emotions in. The preparation for this final project report will not be able to come to this point without the help and intervention of several parties. By so, I would like to express my gratitudes to:

1. Dr. Ninok Leksono, M.A., as the Rector of Universitas Multimedia Nusantara.
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10. Cherished friends who'll always stay true to the heart no matter what. The laughter, joy, and cries that we shared will always be the one I remembered. We did it!

This report is completed surely far from perfect. The author is welcome to any input and criticism in order to improve this final project report, with the hope that this report can be useful and impactful for the community, author, the subject of research, and other parties involved directly or indirectly.

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VISUAL IDENTITY DESIGN OF BAJRA SANDHI MUSEUM

Patricia Putri Sampurna

ABSTRACT

Bajra Sandhi Monument is a famous monument in Bali that also has other functions as a museum. The museum presents dioramas as well as a collection of the results of the Bali people's struggles, from the time of Hindu arrival, the kingdoms, colonization, to independence. Unfortunately, misperceptions occur so frequently that the existence of the Bajra Sandhi Museum is not much known to the local community nor to tourists. The lack of visual identity keeps this misperception going on, a problem that will be solved in this study. The presence of visual identity is expected to facilitate the museum's need for promotion and information, as well as resolving misperceptions about the Bajra Sandhi Museum. The research method uses interviews, FGD, and questionnaires to understand the views and knowledge of local communities and tourists about the existence of the Bajra Sandhi Museum. The visual identity to be designed includes a logo, a brand guideline, and other collateral needs in the hope that the misperception between the monument and the museum can be solved.

Keywords: Visual Identity, Bajra Sandhi Museum, Museum, Monument

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PERANCANGAN IDENTITAS VISUAL

MUSEUM BAJRA SANDHI

Patricia Putri Sampurna

ABSTRAK

Monumen Bajra Sandhi merupakan sebuah monumen ternama di Bali yang juga memiliki fungsi lain sebagai sebuah museum. Museum ini menampilkan diorama serta koleksi dari hasil perjuangan rakyat Bali, baik dari masa masuknya Hindu, kerajaan, penjajahan, hingga kemerdekaan. Sayangnya, mispersepsi kerap terjadi sehingga eksistensi Museum Bajra Sandhi tak banyak diketahui masyarakat lokal pula turis. Ketiadaan identitas visual menjadikan mispersepsi ini terus berlanjut, masalah yang akan diselesaikan dalam studi ini. Adanya identitas visual diharapkan dapat mempermudah pihak museum dalam kebutuhan promosi serta informasi, serta penyelesaian mispersepsi tentang Museum Bajra Sandhi. Metode penelitian menggunakan wawancara, FGD, dan kuisisioner untuk memahami pandangan serta pengetahuan masyarakat lokal dan turis mengenai keberadaan Museum Bajra Sandhi. Identitas visual yang akan dirancang meliputi logo, brand guideline, serta kebutuhan kolateral lainnya dengan harapan bahwa mispersepsi antara monumen dan museum ini dapat diselesaikan.

Kata kunci: *Identitas Visual, Museum Bajra Sandhi, Museum, Monumen*

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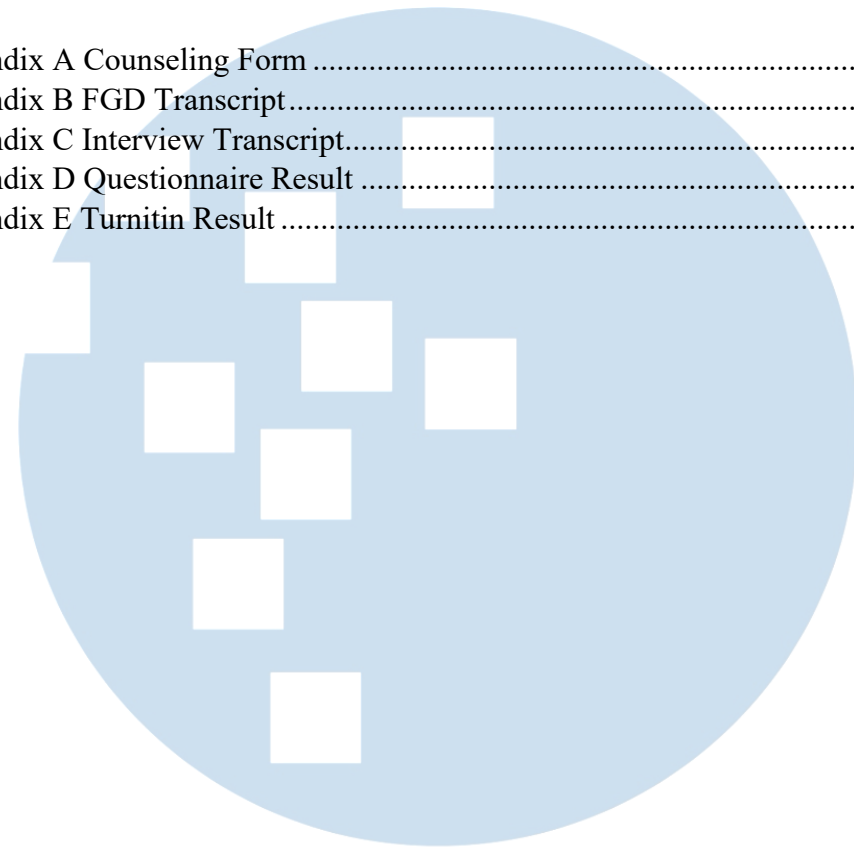
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