VISUAL IDENTITY DESIGN OF MPU TANTULAR MUSEUM

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Abstract

Museum of Mpu Tantular is a general museum that has been administered by the department of culture and tourism of east java. This museum has been appointed as a role model museum in East Java because of its distinct characteristic of being a representative and engaging cultural recreation centre. To prove its title as a role model, some developments has been made and could be seen based on the improvements of the facilities and the annual increasing number of visitors. However, the development has not been thoroughly done in every aspects. Hence, Museum of Mpu Tantular has not been perfectly successful to become an educational and historical tourism object. This development plan was made as an endeavor to strengthen the image of the museum in order to rectify its visual identity.

A Visual identity is not only crucial as a visual differentiator, but also as an image and vision manifestation of museum of Mpu Tantular. In order to create a representative and engaging visual identity, qualitative data was collected not only by collecting references of existing visual identities but also by following the development of visual identity trend. In this case, the visual identity is able to follow the current trend of museum development. In addition, quantitative data was also collected as a measure of success of the visual of museum of Mpu Tantular in terms of conveying its identity to the visitors.
The concept product that used in this case is the visual identity of museum of Mpu Tantular as an engaging cultural recreation centre, so this design can change the current visitors’s image of Mpu Tantular. Logo, Typography, colors, and images that were derived to some media are included as part of the identity visual design. Media that were used includes office, marketing & connection tools and environmental graphic design.

Key words: Museum of Mpu Tantular, Visual identity, Leisure & Culture, and Modern.