

## **ABSTRACT**

### **SIGNAGE DESIGN FOR SRI BADUGA MUSEUM-BANDUNG**

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Sri Baduga Museum has collection of thousands cultural trips that occurred in West Java especially Sundanese. Signage has an important role in the museum so that visitors can explore the museum on their own, even if no guide who accompanying them. Some areas on Sri Baduga Museum not yet have an informative signage, besides that the design of signage has not shown the continuity and characteristics of the museum. This thesis is using observation, questioner, literature and interview methods. Meanwhile, the analysis method used is matrix analysis with four different museums as the objects. The final result to be achieved is for the signage of Sri Baduga Museum's will have an effective, informative signage that has a good system, and indicate the identity of the museum building or local identity of West Java. The ornament of designed signage derived from building identity that found in some parts on the roof and wall of Sri Baduga Museum's building. Author use Kujang (cleaver) as the identity of West Java, which is a traditional object and contained in the symbol of West Java. This design is expected to help Sri Baduga Museum's visitors to find the information or direction they need and to improve the museum's facility as an educational tourist attraction in West Java.

Kata kunci : Signage, Museum, Sri Baduga, Local Identity.