

## *VISUAL IDENTITY DESIGN FOR ZOOLOGI MUSEUM AT BOGOR CITY*

*Bogor city is one of the rich city of history and there are several museums in the city of Bogor one of the Zoological Museum. Zoological Museum is a museum that has been 110 years old and quite famous in the city of Bogor, Zoological Museum in the idea by J. C. Koningsberger, a botanist from Germany who settled in the Netherlands. Zoological Museum Visitors are a lot of students from school students to tourists who visit there to find information about the world of animals that have become extinct. How to access this museum is through Jalan Ir. H. Juanda No. 9 Bogor, West Java with entrance through Gate of Bogor Botanical Garden. Bogor Zoological Museum has 954 types of animals in the form of replicas and original through the process of preservation, one of the collections of the visitor attraction of 26-meter blue whale fossils that died washed up in Pameungpeuk Garut Beach in 1916. Over time Zoological Museum sometimes quiet and less interested visitors. According to M.H Sinaga museum managers, museum visitors are still dominated by school children whereas his target is all elements of society. He also said, it happens because the museum Zoology is minimal collection. According to him when compared with the number of fauna that exist in Indonesia, the new Zoological Museum collects about 0.006% it was subdivided into several groups of fauna. Another factor that causes the Zoological Museum deserted from visitors is the lack of media campaigns and a strong visual identity so that visitors feel bored visiting the Museum of Zoology and prefer to visit the shopping center, but a lot of information that we can get from the Museum of Zoology on fauna fauna is in Indonesia. Therefore required the design of information media and identity so that the Zoological Museum's image to be better in the eyes of visitors.*

*Keywords: Visual Identity, Museum of Zoology, City of Bogor, Children, Family, Adventure, Knowledge*