

## ***ABSTRACT***

The importance of preserving and developing the tourism sector related to culture and history in Indonesia is very large. For example, Museum Radya Pustaka Surakarta, as the oldest museum in Indonesia, has significant potential to be maintained and developed. Radya Pustaka Museum has great potential as a tourist and cultural destination that can educate, but the intensity of visitors to the Radya Pustaka Museum has decreased, this is due to internal factors, namely the lack of optimal delivery of information about this museum, so that the information has not been conveyed properly so that it does not get *attention* and *exposure* from tourists who make the understanding of tourists and the public minimal and consider the Radya Pustaka Museum to have minimal historical and cultural value until it is considered closed. Judging from the main purpose of the establishment of the Surakarta Radya Pustaka Museum is as a center of information and storage of historical and cultural artifacts, it cannot be achieved if the Radya Pustaka Museum is not optimal in conveying information and its visual identity has not been described. As mentioned by Suriyanto Rustan, in Visual identity displayed on a brand or brand can increase *awareness and positive brand image in the minds of the public and* promotional media that can persuade tourists and the public to visit. This design was made in order to make the Radya Pustaka Surakarta Museum as a tourist destination that focuses on historical and cultural aspects, which provides learning and has a unique attraction for the community, is expected to change people's views on the Radya Pustaka Surakarta Museum, through the presentation of a good and positive image as a sajarah tourist destination, so that it can attract public interest to visit.

**Keywords : Culture, History, Media Promotion, Museum Radya Pustaka Surakarta, Visual Brand, Visual Identity**