Abstract

**Objectives** Visual Communication keep evolving in every aspect of life, one of them is the interactive media to deliver information and messages. By using the technology that available, Interactive media can be implement to the technology with giving the visual design to make the information more acceptable and responded in visual and digital. This thesis objective is to give the solution in distribute information in more interactive ways and visuality. Therefore, in creating a new media signage for Museum Nasional, Visual interaction design is created for deliver the way and information about Museum.

**Method** To do this thesis, the author use research study through the books and Internet. The author also does questioners method to have the conclusion from total respondents, in order to generous the fact to support the aims.

**Result** The implementation design of the Interactive design’s Museum Nasional is to make easier and more visual in information. The design itself created with attractive design to attract consumer and make the visitor more understanding in accessing the Museum.

**Conclusion** To convey the information to visitor by developing interactivity, such as redevelop the visual communication and interaction map in new media design by utilizing Smartphone, Tablet or digital media technology as guide for museum. In order to make National Museum of Indonesian more interest and acknowledge by visitor. Therefore, the development brings benefit by increasing customer satisfaction.

Key words: Digital, Informative, Interactive