

ABSTRACT

As time goes by, there are changes in various areas of life caused by the influx of the era of globalization including in Indonesia. The era of globalization in Indonesia make this country cannot avoid the entry of various foreign cultures, especially in West Java. The incoming culture has a great influence on young people as in how to dress, musical tastes, including the way they behave in everyday life. It makes young people gradually forget their own culture, namely the nation's culture of Sunda. Self identity as a nation of Sunda's increasingly eroded.

This phenomenon raises a concern that ultimately serve as the cornerstone of the establishment of the museums in Indonesia as well as in West Java. One of the many museums that were established, Museum Negeri Jawa Barat Sri Baduga becomes a symbol of the nation's culture of Sunda. The Museum holds original relics of West Java which is almost extinct and is still growing to this day.

Unfortunately among the young are less interested in visiting this museum, Museum Sri Baduga, let alone they do not have the proper media promotion. Therefore it is necessary to make the design of media promotion to increase interest among the young in visiting Museum Sri Baduga. Media promotion designed to achieve that goal is a website, poster, ticket, bookmark, sticker, X-banner, calendar, events, banner, social media, and media support such as pin and notepad. Those medias are expected to attract young people to visit the museum as well as provide information and introduce Museum Sri Baduga.

Keywords: design, media promotion, Museum Sri Baduga