

## **ABSTRACT**

### **PROMOTION DESIGN OF MUSEUM BASOEKI ABDULLAH JAKARTA**

*Tourism is one of people secondary needs to release the fatigue experienced in their daily lives as experienced by the people who living in Jakarta. According to the Department of Tourism and Culture, Jakarta is one of the tourist destinations in the interest to have a local figure of 30 million visitors per year. A wide variety of interesting and unique places owned by the city as a tourist attraction among other relics of history, art and culture, and intangible museum. Jakarta has at least there are 66 museums and 100 galleries that can be touched by the traveler, and one of the Museum is Basoeki Abdullah Museum, located at Jl. Keuangan Raya No. 19 West Cilandak.*

*The phenomenon who's happening today is a lack of interest to the museum, while many teenagers will once they'll get with a visit to a museum than as entertainment museum can also be educational tour. According to The Six Pillars Character is calculated by Character Counts Coalition that adolescence is required to have six pillars of character, among others, self-confidence, fairness, caring, respect, citizenship, and responsibility. Mr. Basoeki Abdullah is artist who have character dared to work with a good quality, has many works of art worthy of appreciation. If they visit to Museum Basoeki Abdullah the teenagers will expected to be aware of themselves and be able to adapt some of the positive nature of Mr. Basoeki Abdullah as well as a grandstand for their future.*

**Key Words** : Basoeki Abdullah Jakarta Museum, Museum, Aplication, Teenager