

## **ABSTRACT**

Museum can be acknowledge as the guardian of culture heritage that will be educate the society. In general, people still viewing museum as a place or institution associate with static environment, conservative, point of view, or ancient, which only kept for the prestigious of the elites. Nevertheless, this should not become a matter for people to visit museum, because museum can also introduce the process of social and culture from an environment to the society. Taman Purbakala Kerajaan Sriwijaya is one of the place that kept the historical things inherited from Sriwijaya era. But sadly, Taman Purbakala Kerajaan Sriwijaya is unnotable by the society, especially to the youngster who live in Palembang city. Data collective was conducted by using secondary research method such as through book-citing, observation, interview, questionnaire. From the data analysis, the writer planned a media strategic tools to help Taman Purbakala Kerajaan Sriwijaya regain its name. the purpose to increase the interaction between tourist and society-mainly the youngster within age of 15 to 23 years old who live in Palembang- to come to Taman Purbakala Kerajaan Sriwijaya.

Keywords : Museum,Promotion,Taman Purbakala Kerajaan Sriwijaya.