

ABSTRACT

The Observatory is equipped with tools as a requirement to research or scientific observatory of celestial objects such as stars and the others. Along with the development of the times, the Observatory can also be used to add insight into society by being a container of educational tours. The Observatory is astronomical phenomena observatorions place has a diverse range of equipment, especially have optical telescopes, then must have a building that can protect the telescope because it is a main tool. Bosscha Observatory is the oldest observatory in Indonesia and the only one in West Java, which is located in Lembang, Bandung Regency West, and founded by Indian Star Netherlands Society in 1923. The Observatory became the repository of a variety of binoculars or a telescope to observe the the stars and constellations as well as the study of the movement of the sun.

This study is for increasing the promotion of educational tours Bosscha Observatory, which has a target audience of parents who already have children aged 10-12 years, have an interest in many things, they get all the information through the internet and applications, one of which is the website, but has The problem is often faced the difficulty of contacting the Bosscha Observatory directly so that the impact on the difficulty of ticket reservations when want to visit, especially when wanting to visit in large numbers. The purpose of this promotion is to make the community easier to reserve tickets to more easily get tickets without having to come to the Bosscha Observatory directly, but the tickets have been purchased by others, while to come to visit, Bosscha Observatory has given the schedule and the number of visitors are limited. Qualitative methodologies will be used in this study, as well as creative promotional strategies will be used in enhancing this promotion.

Keyword: Observatory, Astronomic, Education, Bosscha