

**ABSTRACT**  
**PROMOTIONAL DESIGN OF THEMATIC PROGRAMS**  
**GEDUNG SATE MUSEUM**

*Gedung Sate Museum is a museum with smart museum concept applied and it is one of the newest museum in Indonesia. Digital interactive technology is used in this museum, but not many Bandung citizens know about where this place is and the informations about this place. Hopefully, designing the right promotional marketing would help to promote gedung sate museum better in the future. This designing process is based on the right theory, and datas from qualitative method in the making.*

*Keyword: Promotion, Museum Gedung Sate, Technology*