

## **ABSTRACT**

### **PROMOTION OF EDUCATIONAL MUSEUM**

#### **LAMBUNG MANGKURAT BANJARBARU**

Lambung Mangkurat Museum is the largest and most complete museum in South Kalimantan, and has a total of 12,000 collections of objects which are categorized into 10 categories namely Geology / Geography, Biology, Ethnography, Archeology, Historics, Numismatics / Heraldika, Philology, Keramologika, Fine Art and Technology . Lambung Mangkurat Museum is managed by the Department of Youth, Sports Culture, and Tourism, South Kalimantan Province.

Because of the lack of promotion and information carried out by the local government of the city of Banjarbaru so that the impact affected the target audience who did not know much about the history in the Lambung Mangkurat Museum, therefore a literature study and design promotion based on theory were carried out to create a promotional strategy good and organized so that it can analyze the target audience to find out the history that is in the Lambung Mangkurat Museum so that the target audience arises a sense of respect for the history in South Kalimantan.

**Keywords:** Tourism Promotion, Culture, History, Awareness