

ABSTRACT

Jakarta is a city in Indonesia which is the center of business, politics and culture, the status of being the capital of the country makes Jakarta a strategic place to establish a tourist destination. Many people from various cities come to Jakarta for vacation. No wonder tourism enthusiasts in the city of Jakarta are very high, especially when the holiday season arrives. However, not all tourism in the capital city is crowded with people, such as educational tourism and recreation, in fact there is still minimal demand, one of which is the Museum.

Museum Nasional Indonesia is the first and largest museum located in Southeast Asia, Museum Nasional Indonesia has collected a lot of ancient objects from all over Indonesia, totaling 109.342, but many students are less fortunate to visit the museum because they lack information about its importance presence of the museum, for that the author made a campaign plan that could arouse student curiosity about the museum so that it would present a museum of love that was attached to the hearts of every student.

Keywords: *Museum, National Museum, Student, Campaign*