

ABSTRACT

DESIGNING PROMOTIONS OF VIRA JATI MUSEUM AND SESKOAD LIBRARY BANDUNG

By: Agam Ravizkynata

The lack of interest of the Indonesian people to visit museums and libraries is one of the obstacles in knowledge transfer, whereas museums and libraries play a role as the means of education and recreation and are expected to motivate future generations. There are several factors causing this, including the lack of informational media and promotional media as the means to acquaint the existence of museums and libraries in the community. This design aims to inform and promote the Vira Jati Museum and Seskoad Library so that it can be well known and visited by the general public, especially high school and university students. The Vira Jati Seskoad Museum stores documents of the Seskoad's role in preparing potential leaders for TNI, TNI AD, and national candidates. The Seskoad Library presents military and other science books such as economics, politics, social and culture. The research methods used in this thesis are interviews, questionnaires, observation and literature study, while the analysis method used is questionnaire and matrix data analysis. It is hoped that this thesis can increase the number of visitors coming to the Vira Jati Museum and Seskoad Library which will have an impact on the Vira Jati Museum and Seskoad Library as an educational media, and for the public as well, especially young people in Bandung, in knowing the role of Seskoad in preparing prospective national leaders.

Keywords: *Promotion, Vira Jati Museum, Seskoad Library.*