

ABSTRACT
NUART *SCULPTURE PARK* DESTINATION PROMOTION
DESIGN IN BANDUNG CITY

Changes in community behavior in visiting museums related to the development of advanced technology is one of the causes of the majority of people less interested in visiting museums. This has encouraged many museums to innovate to determine their attractiveness as a tourist destination. One of them is NuArt's sculpture garden which is a gallery that displays aesthetic and phenomenal metal sculpture works created by Nyoman Nuarta and has a complete range of facilities compared to other art galleries. But until now there are still many people in Bandung who do not know about the existence and information about NuArt. With the development of the right message strategy and promotion media, it is expected to work well in the future. The design of this promotion is supported by the right basis and theoretical foundation, as well as data supported by qualitative research methods in its preparation.

Kata Kunci : *Promotion, Museum, NuArt Sculpture Park*