

ABSTRACT

The museum is an institution intended to maintain, collect, present and preserve the culture of the community for the purpose of learning, research, and entertainment. With the existence of heritage museums and existing collections can be maintained properly. In Jakarta, there is a museum that preserves traditional games, the kite museum. There are still many people who do not know about the kite museum, and have an impact on the preservation of Indonesian culture. There are so many traditional games in Indonesia that we must preserve and traditional games meant Indonesian cultural heritage, one of which is the kite. The method used in this design is to collect expert interview data, observations, questionnaires, and literature studies as a theoretical basis. This design seeks to inform about the kite museum and its collection. In this design what was made was a promotional media that would make a place to introduce the kite-kite museum.

Keywords: *History, Museums, Interests, Culture, DKI Jakarta, Media Promotion*