ABSTRACT

Currently, there are many tourist attractions in the City of Bandung, one of the places that usually used as a tourist attraction are museums. In general, people visit museums to see artworks, take pictures and share their personal experiences through social media. One of the museums in Bandung is Amazing Art World. Amazing Art World is the largest 3D Art museum in the world with high quality 3D paintings. The effect of 3D paintings feels more alive with additional properties that can make visitor feel as if they were directly interacting with the paintings. However, based on the visitor data this year, the number of visitors keep decreasing day by day.

Even though the "New Normal" and health protocols have been enacted, the number of visitors is still far from the desired target. Currently the promotional media used are Facebook, Instagram, and Youtube Channel, but these social media are not that active and ineffective in promoting Amazing Art World, so that it doesn't really attract target audience. Therefore, the author designed a promotional strategy for the Amazing Art World museum.

The method of collecting data in this project are using qualitative methods by collecting data through observation, interviews, questionnaire and literature study. The data that has been collected woll be analyzed using SWOT, AOI and AISAS methods with the theory of tourism, promotion, advertising, branding, creative strategy, media and visual communication design as a reference for the author in designing this final project. The design is made in the form of visual content on social media and other supporting media to increase visitor anticipation and awareness of Amazing Art World museum.

Keyword: Amazing Art World Museum, Bandung, Promotional Strategy, Awareness, Thematic Museum, 3D Paintings, Social Media.