

ABSTRACT

Art Gallery can be used as a way to educate visitors by looking at historical evidence behind the artworks. Bartele Gallery is one of the art gallery that can be visited in Jakarta, it is a gallery of antiques in Indonesia. Technological change covers the way of communicating and disseminating information, including the terms of the promotion. In this globalization era, information technology has an important role. Digital advertising is becoming a trend in the internet era. The aims of this research is to design the promotion of the Bartele Gallery by using social media as the main tool in the form of a virtual tour museum. The research method is qualitative methods, with data collection techniques in the form of questionnaires (triangulation), descriptive data analysis. The results showed that promotional designs through social media with a virtual reality tour museum is the right step to attract the attention of local tourists. Therefore, it takes a creative strategy that can be conveyed to the audience. The result of this research is to create a strategic visual media design to promote the Bartele Gallery.

Keywords: promotion, art gallery, visual identity, social media.