

ABSTRACT

PROMOTION DESIGN OF MUSEUM GALERI BAHARI BANURAJA

Museums in Indonesia are very diverse, starting from museums of art, history, maritime, automotive, archeology, military, biography, geology and so on. However, from the diversity of the museum, in fact, public visits to the museum are still relatively low, especially among young people. One of them is the Museum Galeri Bahari Banuraja which is a newly established maritime museum in Kabupaten Bandung Barat, with the intention of building the museum for the next generation, namely young people. The problem behind this research itself is that the awareness of the museum is still low, because the promotional activities used by the manager are still minimal and only rely on word of mouth. So this study aims to increase visits among young people at the Museum Galeri Bahari Banuraja through promotional activities. The methodology used is a qualitative research methodology with data collection through observation, interviews, questionnaires, and literature study. Then the data obtained were analyzed using SWOT, Matrix, AOI, and AISAS. From data collection and analysis, creative strategies will be designed to convey messages Beyond the boundaries of Arungi Samudra as well as media and visual design through the main media, namely holding a Vlogcation competition event with the theme Arungi Samudra which can increase awareness of the Banuraja Maritime Gallery Museum so that visits from the targeted audience are also increase.

Keyword: Promotion, museum, maritime