

Abstract

Salma Shofa Park is one of the artificial tourist attractions located in Samarinda City. Many know Salma Shofa Park as a place for a carpet business that has existed for a long time and some know Salma Shofa Park is a place for swimming pools only. Some people in the city of Samarinda are cool to take selfies in places that have good photo spots, unique and can be used as a place to relax and of course related to FOMO (Fear Of Missing Out). Based on the data obtained that Salma Shofa Park has decreased the number of visitors due to an unattractive promotion strategy error, the problem is that Salma Shofa Park does not highlight its USP, namely the HOME Museum which is used as the uniqueness and attraction of the people of the place. For this reason, this paper aims to increase the number of visitors as desired and introduce more deeply to visitors to Taman Salma Shofa about the HOME Museum which contains historical antiques from the past. This research method uses qualitative methods, namely observations, literature studies and questionnaires through an analytical process such as SWOT, AISAS and AOI. The result of the design itself is more directed to the HOME Museum with a vintage concept and the benefits obtained are being able to know the history of these antique objects. This promotion can maintain and increase tourist visits to Salma Shofa Park, Samarinda.

Keywords: Salma Shofa Park, Samarinda, HOME, Museum