

ABSTRACT

Museum Sri Baduga Bandung has an important role in preserving the history and culture of West Java. However, the delivery of collection information is often ineffective, especially for young visitors aged 5 to 18. This study aims to design a copywriting strategy that is interesting, educational, and in accordance with the characteristics of the audience. The approach used includes observation, interviews, and documentation, focusing on the collections of the second floor of the museum. By integrating copywriting elements such as compelling headlines, emotional narratives, and the Aida (Attention, Interest, Desire, Action) model, video highlights are designed to increase visitors' attraction and understanding of West Java's history and culture. This research is expected to be a reference in the development of educational communication in cultural institutions.

Keywords: Copywriting, AIDA, Culture, Sri Baduga Museum