

ABSTRACT

Tosan Aji Museum is one of the cultural preservation places in Purworejo Regency which stores various collections of heirloom objects such as keris, spears, and inscriptions that have high historical value. However, public interest in learning more about the cultural heritage stored in this museum is still low. One of the contributing factors is the lack of effective promotional media in introducing the museum to the wider community. Therefore, this study aims to design a catalog of the Tosan Aji Museum as a cultural promotional media for Purworejo Regency which not only functions as documentation of collections, but also as a means of education and increasing the attractiveness of cultural tourism. The research method used in this design is a qualitative descriptive method, with data collection techniques through observation, interviews, literature studies, and SWOT analysis. The catalog is designed with a visual book approach that combines photography, modern typography design, and an attractive and informative layout. In addition, this catalog is also supported by additional promotional media such as X-banners, posters, calendars, photocards, totebags, and lanyards, which aim to expand the reach of museum promotion. This design produces a primary media catalog that is expected to increase the visibility of the Tosan Aji Museum, attract public interest to visit, and strengthen the museum's image as a center for education and cultural preservation. Based on this catalog design, it is hoped that the public will be more familiar with and appreciate the cultural heritage of Purworejo Regency, while also making the Tosan Aji Museum an interesting and educational historical tourism destination.

Keywords: *Tosan Aji Museum, catalog, promotional media, culture, Purworejo*