

ABSTRACT

Radya Pustaka Museum in Surakarta is the oldest museum in Indonesia, yet it still faces challenges in attracting domestic tourists. The low level of awareness and lack of innovative promotional strategies are key issues. This study proposes a collaborative advertising campaign between Radya Pustaka Museum and Tiket.com to raise awareness through the core message “Ngulik Asal, Biar Gak Ngasal.” The campaign uses an emotional approach and slice of life visual style, tailored to the behavior of the audience, particularly the younger generation through Above The Line, Below The Line, and Through The Line media. Strategic methods include the AISAS model, SWOT analysis, and AOI method to better understand audience preferences and behavior. This campaign aims to build a fresh perception of the museum as a relevant, interactive, and inspiring space, while also increasing emotional engagement and interest among youth in the cultural and historical values offered by Radya Pustaka Museum.

Keywords: Museum, Slice of Life, Awareness, Promotion, Visual Communication Design