

## ABSTRACT

*Deni Hardiansyah, 2018. Designing Promotional Media To Increase Visitors to the Indonesian National Museum, Final Project Visual Communication Design Study Program, Department of Advertising.*

The rapid development of technology and information has an effect on the development of culture in the younger generation, especially students. Most students are preoccupied with activities that are for pleasure and pleasure. They follow the procedures of foreign culture, where activities spend more time at cafes and malls. In addition, a culture that also has a large influence among students such as in dressing, musical tastes, including behaving in everyday life. This makes students forget about their own historical and cultural heritage. The purpose of this study is to increase student appreciation and concern and preserve the history and culture of the nation itself by increasing visits to Indonesia's national museums.

The method presented is a qualitative method in the form of descriptive and design. The method of data collection uses observation at the Indonesian national museum, interviews with students visiting the museum on August 21, 2018, documentation through photos, questionnaires distributed after visiting the museum and literature study. Designing promotions through media, including, websites, posters, entrance tickets, social media, banners, x-banners, hats, stickers, and supporting media such as notebooks, pens and pins. These various media are expected to attract students to visit the National Museum of Indonesia and can be useful in terms of educative, recreational, innovative, imaginative.

**Keywords:** *Designing, Promotion, Media, Indonesian National Museum.*