

ABSTRACT

Jakarta as the capital of Indonesia, of course, has many tourist destinations. The places offered are also very diverse, ranging from family attractions, nature, culinary, culture, education, to history. Wayang Museum is one of the historically themed tourist destinations that has been established since December 22, 1939. There are 5000 puppet collections from various regions in Indonesia, its location in the Old City Area of Jakarta makes the location of the Wayang Museum quite strategic. Therefore, in addition to being able to travel, other aspects that can be obtained from visiting the Wayang Museum are education and introduction of culture between regions or nations. However, there are some problems that make the Puppet Museum less desirable such as the difficulty of location to reach, lack of information, and challenges in the era of increasingly advanced technology. In this case the current generation spends more time with gadgets compared to visiting museums. With this phenomenon, The author has the assumption that Wayang Museum has to require a new promotional strategy in order to compete in the digital era as it is now.

Keywords: Promotion, Tour Destination, Wayang Museum