

ABSTRACT

Technology developing rapidly has an impact on various sectors of life, including the tourism sector. By using technology, one of which is using social media to easily promote tourist destinations. One of the tourism destinations that utilizes technological advances by initiating virtual museums and digital marketing is the MACAN Museum. The efforts made by Museum MACAN by creating a Museum from Home program are a result of the Covid-19 virus. This study aims to find out how the marketing communication strategy is carried out by Museum MACAN and the form of management through social media in the Museum from Home program. The method used is descriptive qualitative by using data collection methods in the form of interviews and observations. The results showed that the MACAN Museum in carrying out a communication strategy for the Museum from Home conducted a situation analysis and public analysis. The implementation of the Museum from Home virtual museum program is by utilizing digital platforms, namely social media.

Keyword: Communication strategy, social media, virtual museum