

ABSTRACT

Aside from being a place to store collections of historical objects, museums are also a means of educating the public. However, various museums in Indonesia that store various kinds of historical relics, are relatively empty of visitors. Particularly at the Prabu Geusan Ulun Museum in Sumedang Regency, the advertising problem found was that they did not have a good creative strategy and media strategy, so the authors saw a need to design a promotional strategy for the Prabu Geusan Ulun Museum in Sumedang Regency. This study aims to produce promotional strategies that are effective, attractive, easy to understand and right on target for the target audience with the aim of increasing the number of visitors at the Prabu Geusan Ulun Museum in Sumedang Regency. The research methods used include observation, interviews, questionnaires, and literature study. The data collected will be grouped and sorted according to research needs. The main media created is augmented reality cards that are in accordance with the collections at the Prabu Geusan Ulun Museum. The benefit that the writer hopes for is that there will be public interest in the Prabu Geusan Ulun Museum after the creative, promotional and media strategies have been well implemented.

Keywords: Prabu Geusan Ulun Museum, Sumedang, destination branding, tourism, promotion, creative strategy, media strategy