

ABSTRACT

Cultural and historical tourism holds great potential to be developed as part of a national economic development strategy. One such destination rich in historical and cultural value is the Museum Keraton Sumenep, located in Madura, East Java. Despite housing important artifacts and offering strong educational value, the museum still faces the issue of low brand awareness, particularly among younger generations and urban communities such as those in Surabaya. The author designed an advertising campaign using a digital and creative approach through strategic collaboration with the national travel platform Tiket.com. This campaign adopts an event experience concept titled Ajherang Keraton Sumenep, designed to attract attention and increase visitor interest by presenting interactive media, booths, merchandise, and digital promotions via platforms such as Instagram, TikTok, and YouTube. The research was conducted in Surabaya and Sumenep using a qualitative method based on literature study, interviews, and observation. The design analysis is supported by AISAS and SWOT theories as the foundation for effective communication strategies. The result of this research is expected to increase awareness of Museum Keraton Sumenep among the target audience through informative and inspiring campaigns and position it as a leading cultural tourism destination in the digital era.

Keywords: Museum Keraton Sumenep, advertising campaign, brand awareness, AISAS, Tiket.com, digital promotion