

ABSTRACT

PROMOTION OF THE MUSEUM PRABU GEUSAN ULUN DISTRICT SUMEDANG THROUGH ONLINE MEDIA

Tourism is very important in supporting the economy of a region. Finding information on tourist destinations now is very easy. But the lack of information about the prabu geusan ulun museum in sumedang regency is the biggest obstacle for tourists who intend to visit the prabu geusan ulun museum in sumedang regency, besides the lack of attraction of the prabu geusan ulun museum, making the museum empty of visitors. The method used in data collection uses observations, literature studies and questionnaires, and interviews with competent speakers, from some of these methods can later create a promotional design that can increase the number of visits. For data analysis the matrix and swot analysis methods are used. The design of the promotion for the prabu geusan ulun museum in sumedang regency will be a media campaign that will be tailored to the target audience in the form of posters, brochures, websites, applications, X-banners and social media. The purpose of this design is expected to help increase the number of tourists visiting the museum of prabu geusan ulun sumedang.

Keywords : tourists, promotional media, prototypes, museums, sumedang