

ABSTRACT

Solo City is a city that is rich with various tourist locations. The places provided are also very varied, including choices of destinations for families, nature, culinary, cultural, educational, and historical aspects. In 2013, the Keris Nusantara Museum was established, a historic tourist destination that was officially opened for visits by the public on August 9, 2017. In total, there are approximately 409 collections of Keris and 38 collections of Tombak of various types, sizes, and ages. Its location in the center of Solo makes the Keris Nusantara Museum quite strategic and easy to reach. Therefore, apart from traveling, visiting the Keris Nusantara Museum offers education and socialization of culture between regions or nationalities. However, the Nusantara Keris Museum has several problems that make the Nusantara Keris Museum less desirable, such as the design of the media used which pays little attention to design elements and principles, so the content produced is not good in terms of color, layout, and fonts. Since the design is less attractive to look at, the target audience prefers to skip it. This causes the information is not conveyed.

Keywords: Promotion, Tour Destination, Keris Nusantara Museum