

ABSTRACT

This research aims to design a promotional campaign for the Museum Semedo tourist destination in collaboration with Kopi Good Day to increase brand awareness among young people in Tegal. Museum Semedo has potential as an educational and cultural tourist destination but is less attractive to young people due to the perception of museums as boring places. This study uses data collection methods including literature studies, observation, interviews, and questionnaires, as well as SWOT, AOI, and AISAS analysis. The results indicate the importance of strategic collaboration with brands that resonate with the target audience and the use of creative and relevant visual approaches. This study presents a campaign concept called 'Memory Expedition' designed to bring Museum Semedo closer to youth through events, social media, and other visual communication media.

Keywords: campaign, museum, promotion, brand awareness, youth