

**STRATEGI PROMOSI HISTORY OF JAVA MUSEUM
DALAM MENINGKATKAN JUMLAH KUNJUNGAN
WISATAWAN
DI KABUPATEN BANTUL YOGYAKARTA
DI MASA ERA ADAPTASI KEBIASAAN BARU**

Diajukan Oleh :

Pascatama Benarivo Hendra W

2005503

ABSTRACT

This research is titled History Of Java Museum Promotion Strategy in Attracting Tourists in Bantul Regency. Research was conducted to determine internal and external environmental factors in the History Of Java Museum as well as to know the right promotional strategies based on SWOT analysis.

This research was conducted at the History Of Java Museum in April 2021. This research data was obtained from an interview process with the chairman of the History Of Java Museumdn foundation. In addition to interviews, research data was also obtained from the dissemination of questionnaires distributed to 10 respondents consisting of 9 museum staff and one other person from the guide section. In this study the authors used SWOT analysis techniques with qualitative descriptive approaches. SWOT analysis consisting of strengths, weaknesses and threat opportunities.

History Of Java Museum's focus is to minimize internal problems so as to seize better market opportunities. The improvement of internal problems affects the promotional strategy that will be used to seize the market opportunities of the History Of Java Museum. Weaknesses-opportunities (WO) where strategies created include the addition of advertising media, conducting personal selling in various regions.

Keywords : Promotion Strategy, History Of Java Musuem, Yogyakarta