

**STRATEGI PROMOSI DALAM MENINGKATKAN
KUNJUNGAN WISATAWAN DI RAHMAT *INTERNATIONAL*
WILDLIFE MUSEUM & *GALLERY* PADA ERA ADAPTASI
BARU DI KOTA MEDAN**

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ABSTRACT

Rahmat International Wildlife Museum & Gallery is the only museum and the largest gallery in Asia, is a private museum and has a collection of approximately 2000 species of wildlife originating from various countries. This tourist attraction is also a means of education and entertainment. Educational facilities, especially the introduction of the diversity of animals in the world, which are the result of hunting for international concentrations and as one of the Asian class museums in the city of Medan, make it a very attractive man-made tourist attraction for local and international tourists to visit. The purpose of this research is to identify the promotion strategy of the Rahmat Gallery museum to attract the number of tourists in the new normal. As an object of tourism that is managed personally, Dr. H Rahmatsyah There are shortcomings found when tourists visit the Rahmat Gallery museum. A promotional strategy is needed in the era of the Covid-19 pandemic, so that tourists feel safe and comfortable at the Rahmat Gallery Museum with the health protocol provided by this museum.

Keywords: Museum, Promotion Strategy, New Normal