

**POTENSI MUSEUM WAYANG KEKAYON SEBAGAI
DAYA TARIK WISATA BUDAYA DI YOGYAKARTA**

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ABSTRACT

One of the popular Indonesian performing arts is wayang. This makes the Kekayon Wayang Museum very important because it is a place that still keeps various kinds of wayang collections that can be used as a medium of learning and cultural preservation. In this study, the author discusses the potential that exists in the Kekayon Wayang Museum which is used as a cultural tourist attraction in Yogyakarta with several other problems, namely how the museum is managed and marketed and the level of tourist satisfaction at the Kekayon Museum.

To obtain the required data, the writer used the mix method, by conducting interviews with the museum and distributing questionnaires to museum visitors. The Kekayon Wayang Museum has the potential not only in terms of wayang collections but also in each building and its architecture has its own charm in the field of cultural arts, museum management with a foundation system whose management is still hereditary. The Kekayon Wayang Museum carries out a marketing strategy through social media, museum exhibitions, a must-visit museum program, and webinars. The level of satisfaction of tourists who visit is influenced by tourist attractiveness, so the more diverse the tourist attractions, the more positive influence on tourist satisfaction

Keywords: museum, culture, wayang kekayon museum