Abstract

THE OBJECTIVE of this research is to analyze marketing communications of National Museum, as the central museum in Indonesia, in cultural exhibition themed “Color of Uniqueness”. This research conducted by ‘Visit Museum Year’ that held by the ministry of cultural and tourism in 2010, by doing ‘Love Museum National Movement’.

THE METHOD OF THIS RESEARCH used a qualitative research, by doing in-depth interview that included informants from National Museum. Those informants are the Head of National Museum, and the employee in the field of Education and Publications Department. This research used descriptive-data analysis that contained the extracts of data to illustrate and provide the presentation’s evidence.

THE RESULTS showed that this time National Museum still applying traditional ways to communicate and promote an exhibition. National Museum itself has not been able to show all the good things that it has maximally.

CONCLUSION of this research is that marketing communications of National Museum have not been able to attract people’s attention to attend this exhibition.

Keywords: museum, exhibition, marketing communications