ABSTRACT

DESIGNING PROMOTION MEDIA OF NUART SCULPTURE PARK ART GALLERY

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NuArt art gallery is one of art galleries in Bandung that have the potential of tourism, but in fact, the NuArt Sculpture Park gallery is considered not to meet its vision and mission in the field of tourism. It is reflected from the number of anually visitors which is still less than the target of 15,000 visitors and there is an indication of decrease in the number of visitors each year. Decrease in the number of visitors is assumed to be caused by the respondent or public and the potential tourists do not know about the existence of NuArt Sculpture Park, as well as package tourists are offered, therefore, it needs some promotional efforts to be carried out in order to meet the vision and mission in tourism sector, and through these promotional efforts that aims to attract public or potential tourists to visit NuArt Sculpture Park art gallery. In order to increase the number of visitors so as to meet the targets, it is important therefore conduct a research effort and solving the problem by carrying out promotional activities to resolve problems faced in order NuArt free from exist problems.

Keyword: Promotion, Art Gallery, NuArt Sculpture Park