

ABSTRAK

Nur Aeni. Strategi *Public Relations* Museum Geologi dalam Meningkatkan Citra Museum sebagai Wahana Wisata Edukasi Publik. Skripsi, Departemen Ilmu Komunikasi, FPIPS UPI, Bandung (2017).

Museum merupakan salah satu wahana wisata edukasi publik. Penelitian ini dilakukan untuk mengetahui strategi *Public Relations* Museum Geologi dalam meningkatkan citra sebagai wahana wisata edukasi publik. Citra negatif museum sebagai tempat yang dianggap kuno dan membosankan perlu diubah. Museum merupakan lembaga nirlaba dan seringkali memiliki keterbatasan keuangan sehingga *Public Relations* merupakan alternatif yang efektif untuk mempromosikan museum sebagai wisata edukasi. Penelitian ini menggunakan metode penelitian kualitatif dan strategi studi kasus. Hasil penelitian menunjukkan bahwa Museum Geologi menghadapi isu terkait konservasi dan pelayanan publik seiring dengan kemajuan teknologi dan perkembangan masyarakat global. Program Kegiatan Museum berupa acara khusus yang dirancang berdasarkan perencanaan proses *Public Relations* yang terdiri dari analisis situasi, penetapan tujuan, penentuan publik, pemilihan media publikasi dan promosi, penetapan anggaran sampai implementasi dan evaluasi. *Night at The Museum* adalah salah satu acara khusus yang banyak diminati oleh pengunjung museum. Program kegiatan tersebut merupakan strategi untuk meningkatkan citra museum sebagai wahana wisata edukasi publik.

Kata Kunci: Strategi *Public Relations*, Citra, Museum Geologi, Wahana Wisata Edukasi Publik, Perencanaan Strategi

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STRATEGI PUBLIC RELATIONS MUSEUM GEOLOGI DALAM MENINGKATKAN CITRA MUSEUM SEBAGAI WAHANA WISATA EDUKASI PUBLIK

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ABSTRACT

Nur Aeni. *Public Relations Strategy of The Geology Museum in Improving The Image of The Museum as A Vehicle of Public Education Tourism. Mini Thesis (Skripsi), Communications Science Departemen, FPIPS UPI, Bandung (2017).*

The Museum is one of the educational tourism activities for public. This research was conducted to find out the public relations strategy of the Geology Museum in improving its image as a vehicle of public education. The negative image of the museum is a place that was considered to be old-fashioned and boring have to change. The Museum is a non-profit institution and often has financial limitations so that public relations are effective tools for promoting the museum as educational tourism activities. This research uses qualitative descriptive research methods and case study strategy. The research results showed that the geological Museum Conservation and related issues facing the public service along with the advancement of technology and the development of civilization of the global community. The program activities of the Museum in the form of special events designed based on planning the Public Relations process which consists of the analysis of the situation, goal setting, public determination, selection of media publication and promotion, the determination of the budget up to implementation and evaluation. A night at The Museum is one of the special events that are much sought after by visitors to the museum. The activities program is a strategy to improve the image of the museum as a vehicle of public education.

Keywords: Public Relations Strategy, Image, Museum Geologi, Educational Tourism Activities For Public, Strategy Planning