

## INTISARI

Tujuan penelitian ini adalah mendeskripsikan berbagai strategi promosi Museum Tosan Aji Purworejo melalui media website. Hal ini mengingat bahwa website merupakan sarana promosi ODTW yang sangat efektif, dan dapat menjangkau wisatawan baik regional, nasional, maupun internasional. Atas dasar itulah penelitian ini dilakukan agar memaksimalkan strategi promosi Museum Tosan Aji Purworejo melalui media website, yakni dengan membangun website mandiri.

Data dalam penelitian ini berupa berkas dokumen administratif dan foto-foto koleksi museum. Data tersebut dikumpulkan dengan berbagai cara, yakni: observasi, dokumentasi, dan wawancara. Setelah dikumpulkan dan digolong-golongkan, data tersebut dianalisis secara kualitatif. Dalam hal ini, data yang telah dianalisis juga menjadi bahan dalam pengisian konten website. Cakupan deskripsi analisis terkait strategi promosi melalui media website, secara garis besar meliputi ulasan, pemberitaan, liputan, bahkan iklan yang terdapat dalam empat kategori website, yaitu: (1) Website resmi pemerintah, (2) Website berita, (3) Website/situs jejaring sosial, dan (4) Website khusus. Empat kategori website tersebut menjadi bahan referensi penting dalam membangun website Museum Tosan Aji Purworejo.

Hasil penelitian ini mencakup dua hal. *Pertama*, adalah analisis deskriptif mengenai berbagai strategi yang telah dilakukan sebelum website Museum Tosan Aji dirancang, dan berbagai telaah mengenai tahap-tahap perancangan website. *Kedua*, adalah website Museum Tosan Aji Purworejo ([www.mtosanajipurworejo.com](http://www.mtosanajipurworejo.com)) sebagai *output* nyata dari penelitian ini, dalam artian Museum Tosan Aji telah memiliki katalog *online* dan profil *online* sehingga promosi akan jauh lebih maksimal.

**Kata kunci:** Strategi promosi museum, Media *website*, Tosan aji

## **ABSTRACT**

The purpose of this study is to describe the various promotional strategies Tosan Aji Museum in Purworejo through the website. It is given that the website is a promotional tool that is very effective of tourism destination, and travelers can reach both regionally, nationally, and internationally. Based on that research is done in order to maximize the promotional strategy Tosan Aji Museum in Purworejo through the websites, namely by building their own website.

The data in this research is a file administrative documents and photographs of the museum collections. The data is collected in various ways, namely: observation, documentation, and interviews. Once collected and graded, the data is analyzed qualitatively. In this case, the data that has been analyzed also the filling material in the website contents. Coverage descriptions related analysis website promotion strategies through the media, broadly covering reviews, news, coverage, and even advertisements contained in the website four categories, namely: (1) The official website of the government, (2) news website, (3) Website/social networking sites, and (4) a special website. The four categories of the website becomes an important reference materials in building websites Tosan Aji Museum in Purworejo.

The results of this study include two things. First, it is a descriptive analysis of the various strategies that have been done before Tosan Aji Museum website designed, and examine the various stages of designing a website. Second, is the website Tosan Aji Museum in Purworejo ([www.mtosanajipurworejo.com](http://www.mtosanajipurworejo.com)) as the real output of this study, in terms of Tosan Aji Museum already has an online catalog and online profiles that will be far more effective promotion.

**Keyword:** *Promotion Strategi of Museum, Website, Tosan Aji*