

ABSTRACT

The Soesilo Soedaraman Museum is a museum of pride for the citizens of Cilacap, especially in Gentasari Village, Kroya sub-district, Cilacap district. Be proud because it is one of the places to preserve the assets of Soesilo Soedarman's legacy from childhood until his death. With the existing problems, researchers will design a video advertisement with the aim of providing information to the public as a promotional need for the Soesilo Soedarman museum. The advertisement video was chosen as a promotional media and introduction to the Soesilo Soedarman Museum which will later be uploaded on social media. By designing this advertising video, it is hoped that visitors can find out the history of the legacy of Soesilo Sudarman so that it can be an alternative to Cilacap City tourism. One of the success rates depends on the media used. It is necessary to choose a good, effective, and appropriate media to produce good quality video advertisements and be watched by many people. In general, one of the social media favored by the public is social media such as Tiktok, Instagram and Youtube. In addition, researchers will also make other supporting media as a complement to the main media. By designing this advertising video, it is hoped that visitors can find out the history of the legacy of Soesilo Sudarman so that it can be an alternative to Cilacap City tourism. The method used is a qualitative research method which aims to explain and find out a problem in detail. With qualitative chosen as the approach method, describing the background and complex interactions, to identify information and it is hoped that the data obtained can be in accordance with the facts.

Keywords: Video advertisement, museum, promotion,