

## REVITALIZING THE INDONESIAN POSTAL MUSEUM THROUGH EXPERIENCE SPACE ATMOSPHERE AS INTERACTIVE ELEMENT

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### Abstract

Museum Pos Indonesia, which was established in 1931, records the history of the development of postal services in Indonesia. However, a lack of innovation in the delivery of information has led to a decline in interest from visitors, especially the younger generation. This report discusses the museum's revitalization efforts with a focus on spatial ambience to create an interactive and educational experience. Elements such as lighting, materials, colors, and layout are arranged to build an atmosphere that supports historical understanding. This research uses a design thinking approach, through the stages of observation, interviews, problem formulation, idea development, prototyping, and testing. As a result, the museum space is divided into four thematic zones that illustrate the history of postal communication from the royal period to the digital future. Each zone is equipped with interactive media such as touch screens, video mapping, and digital simulations. This revitalization aims to make the museum more dynamic and participatory, so as to attract visitors, especially the younger generation who are accustomed to technology and visual experiences.

**Keywords:** Museum Revitalization, Space Atmosphere, Visitor Experience, interior elements, layout.

### INTRODUCTION

Museum Pos Indonesia, located at Jalan Cilaki No. 73, Bandung, is one of the oldest historical institutions in Indonesia that records the journey of postal communication services since the Dutch East Indies era. Established in 1931 as the PTT (Post, Telegraph and Telephone) Museum, the museum initially focused on the collection of stamps, letters and communication tools from time to time. However, its activities were halted during World War II and only became active again in 1980 through the efforts of the Board of Directors of Perum Pos and Giro. Unfortunately, the updates made since then have been very limited and have not been able to adjust to the needs and expectations of visitors in the digital era. Museums now face the challenge of a lack of innovation in the presentation of information and a lack of interest from the younger generation. In fact, modern museum trends around the world have shifted towards interactive, educational, and participatory spaces. Aulia & Subiyantoro (2024) emphasize the importance of building emotional bonds between spaces, narratives, and visitors.