

APPLICATION OF INTERACTIVE MEDIA AND DIGITAL MEDIA FOR THE REVITALIZATION OF THE MUSEUM POS INDONESIA

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Abstract

Museum Pos Indonesia in Bandung has the potential to be a rich educational and historical tourism center, but faces challenges in attracting visitors, especially the younger generation, due to its conventional presentation and lack of utilization of digital technology. In the revitalization effort, an interactive technology-based design approach is seen as a solution to create a more engaging, informative, and relevant museum experience. This research applies a qualitative method with a Design Thinking approach, which includes five stages: empathize by conducting observations and interviews with visitors and managers, define to formulate the main problems of the museum, ideate in designing interactivity-based design solutions, prototype as a visualization of space and media, and test to test the effectiveness of the visitor experience. Digital interactive media such as touch screens, video mapping, augmented reality, and QR code-based audio systems are designed and adapted to visitor segmentation from children to adults. It is hoped that the results of this research will create a showroom atmosphere that is educative, inclusive and fun, and strengthen the position of Museum Pos Indonesia as a modern cultural institution that is able to adapt in the digital era.

Keywords: museum revitalization, interactive design, digital media, visual identity, ui/ux

INTRODUCTION

Museum Pos Indonesia is one of the cultural institutions that holds an important historical heritage related to the postal communication system in Indonesia. Established during the Dutch East Indies government in 1931 with the initial name Museum PTT (Post, Telegraph and Telephone), this museum witnesses the development of communication in the country. Its strategic location on Jalan Cilaki No. 73, Bandung, makes it part of the historical area that also houses the PTT Head Office. Since its inception, the museum has displayed a collection of domestic and foreign stamps, not only aesthetically valuable but also reflective of historical political, economic, and social dynamics. Although it was neglected during the Japanese occupation and World War II, efforts to preserve and reactivate the museum were made by the Board of Directors of Perum Pos dan Giro in 1980. As a result, on September 27, 1983, the Post and Giro Museum was inaugurated. Along with the institutional change to PT Pos Indonesia (Persero) in 1995, the name of the museum was changed to Museum Pos Indonesia.