REVITALIZATION OF THE INDONESIAN POSTAL MUSEUM WEBSITE THROUGH THE DESIGN THINKING APPROACH

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ABSTRACT

The Indonesian Postal Museum is facing challenges in attracting the attention of younger generations. The purpose of this study is to create an interactive website based on artificial intelligence (AI) that maximizes the user's digital experience. This method will use Design Thinking Approach. Empathize, define, ideate, prototype, and test those the five steps in this approach, which uses a qualitative descriptive approach. To collect data, observation, interviews, questionnaires, and literature review were employed. The research findings indicate that the use of AI features such as chatbots, content personalization, and other interactive components can enhance user engagement online and encourage them to visit the museum in person. It is hoped that this project will serve as a model for digital revitalization for other museums in Indonesia.

Keywords: Indonesian Postal Museum;Artificial Intelligence;Interactive Website;Design Thinking;Digital Experience.

INTRODUCTION

In the digital age, museums are evolving from mere repositories of artifacts into interactive spaces that can be used for education and recreation (Istina, 2022). Using technologies like artificial intelligence (AI), augmented reality (AR), and virtual reality (VR), the learning experience becomes more engaging and appealing to visitors (Wild & Povroznik, 2025).　In this regard, websites are seen as a crucial platform for information dissemination, accessibility improvement, and user experience enhancement, particularly in the Internet of Things (IoT) era. (Sumpeno et al., 2015).

The Indonesian Postal Museum, established in 1931, has great historical value, but its outdated appearance, lack of interactivity, and lack of digital infrastructure. These conditions reduce public participation, especially from the younger generation. This study suggests a revitalization strategy that focuses on user needs and improves the digital experience by becoming a scalable model for the digitization of other museums in Indonesia. This strategy uses a Design Thinking approach to create an AI-based interactive website.