

OPTIMIZATION INTERACTIVE DISPLAY MEDIA FOR PERMANENT COLLECTIONS IN THE INTERIOR DESIGN OF JAKARTA WAYANG MUSEUM

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Enter: 20-09-2023, revision: 02-10-2023, accepted for publication : 01-02-2024

ABSTRACT

Museums serve as institutions that collect, maintain, research and exhibit objects that are evidence signs of natural and human evolution for study, education, and recreational purposes. The museum has an educational and recreative program, so that the collection objects on display must be adapted to global development issues in accordance with the character of visitors who are targeted by the museum. Currently, the Z generation is the dominant global generation that closely follows the trend of technological development. Generation Z as part of the target museum visitors, technological developments must also be a consideration in interior design with contemporary exhibition media following global developments. Interior design and optimization of permanent collection exhibition media with a case study of Jakarta Wayang Museum aims to create a museum concept in a conservation building that can follow the trends and developments of design and target visitors today. The interior design process begins with data collection and observation methods. Then proceed with quantitative and qualitative analysis to be used as the basis for the design concept. The results of the design of the Jakarta Wayang Museum found that the optimization of exhibition media for the permanent collection of the Jakarta Puppet Museum which is interactive and modern is able to meet the preference criteria of visitors dominated by generation Z with 85% answering that interior design and exhibition media are very interesting and contemporary. The composition of modern spaces that contrast with colonial conservation buildings also supports the creation of museum facilities that are more attractive and able to meet museums that are educational and recreative.

Keywords: Interior design, display, wayang, museum, Jakarta.

1. PREFACE

Indonesia consists of thousands of islands with different customs in each region. With the many islands that our country has, Indonesia has a variety of cultures, languages, ethnicities, religions and many other variations. Likewise, with the abundance of art in every region, the art we have is very important because it is part of the nation's identity. As Indonesian citizens, we must be able to preserve the arts that have existed since the time of our ancestors by introducing, showing and even performing the arts to the wider community and even to the world (Taek, P. A. G., 2023).

One of the public facilities that functions to collect, maintain, research and exhibit objects which are signs of evidence of natural and human evolution for the purposes of study, education and recreation is a museum (Brulon Soares, B., 2021). Apart from being an educational facility, the museum is also an attraction for recreation for local and foreign tourists. In Indonesia there are 439 museums, but only 8% meet good standards. There still needs to be a lot of attention and role from the government, private sector and society to be able to strengthen the function and quality of existing museums (Delfin, 2019).

Wayang is one of the cultural traditions of Indonesian society and needs to be preserved for the next generation (Sholikhatun, 2016). Wayang Kulit is an art performance that has been recorded as having existed since 1500 BC. Wayang is believed to have been created by our ancestors and was originally used as a medium to summon ancestral spirits and perform worship. With the development of the times, puppets used to be made only using tied grass and their shape was still very simple. Now puppets are known for their material made from cow or buffalo skin. The figure who first created wayang from cow skin was Sunan Kalijaga. Puppet culture in Indonesia is still less popular with young people, most of the wayang fans are older people. Therefore, it is necessary to preserve wayang by caring for it, looking after it and showing it. The museum is the right place to preserve wayang culture which has begun to erode. With a special museum for wayang in West Jakarta, we can see and learn about wayang culture from all over Indonesia.

The number of visitors to the Kota Tua Area begins to increase above 10,000 people per day on holidays or weekends (BPS, 2022), an average 10% of visitors to the Kota Tua Area visit the Jakarta Wayang Museum, there is an opportunity for optimization interactive display media for permanent collections so that it can produce a more attractive, interactive and better wayang museum design.

Based on Djohari (2022), regarding the Application of Interactive Display Technology in the Interior Design of the Jakarta Wayang Museum and based on the book *Architect Data Volume II Edition 33* (Neufert, 2002) the museum is not only used as an exhibition place but also a cultural center and requires multifunctional use so that visitors do not bored. Exhibition space and entertainment space is required in a museum while still paying attention to the following:

- a. The space is protected from intrusion, theft, moisture, dryness and dust.
- b. Getting bright light is part of a good exhibition.

Interactive Museums basically consist of Technology components and Elements of Involvement (Immersion) for visitors (Ambrose et al., 2006). Advanced technology supports various modern multimedia application concepts, because it requires integration of various components to create a multimedia installation that complies with the 6 multimedia principles, namely: Integrity, Interactivity, Narrativity, Immersion, Hyperspace, and Media Connectivity. Involvement includes the involvement of museum visitors in interacting with multimedia, which will greatly influence the intensity of information obtained, as well as increasing enjoyment without having to be emphasized by serious learning concepts (Peraturan Pemerintah No. 66, 2015).

To attract public interest, especially the younger generation, to visit the Wayang Museum, the museum will be converted into a museum with interactive technology. Some keys to creating an interactive museum, namely:

- a. Create a linear flow in the museum
- b. Design that invites visitors to interact
- c. Involves physical activities or games to provide knowledge and experience,
- d. Displays interesting, eye-catching works of art (Figure 1).

Figure 1
Examples of Museum Interactive Display Media



e. Using modern technology such as video, audio and mobile in design elements to attract the younger generation to visit (Figure 2).

Figure 2.
Virtual Experiences Augmented Reality Photo Booth

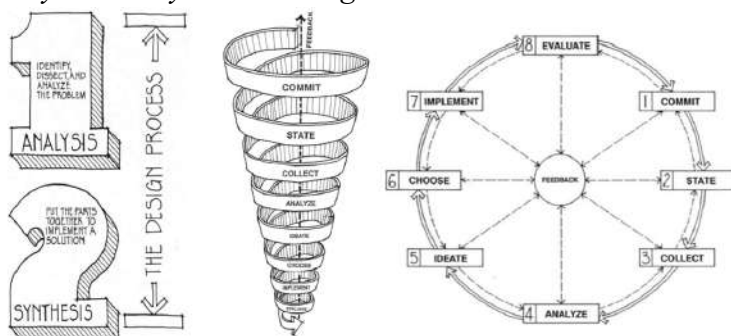


2. RESEARCH METHOD

The quantitative descriptive analysis method is used to obtain spatial quantity data, and the qualitative descriptive analysis method is used to obtain design ideas by exploring the themes and design styles that will be used (John W. Creswell, 2014).

The process uses a design method consisting of 2 stages of synthesis analysis (Kilmer, 2014). The analysis aims to outline problems related to the design theme from the image obtained through the corporate identity instrument or Wayang Museum and its location in Kota Tua Area or Jakarta. Next, the results of the analysis are concluded in the synthesis stage into a design concept that is implemented into the room and for optimization interactive display media for permanent collections.

Figure 3
Analysis and Synthesis Design Process



3. RESULT AND DISCUSSION

The Jakarta Wayang Museum is located in the Kota Tua tourist area with the building facing East. Surrounded by several historical museums and tourist areas and restaurants. The wayang museum is located in Kota Tua, far from the noise of the main road, so it is not disturbed by loud vehicles. The only noise around the museum is the sound of visitors to the Kota Tua and music from the area outside the museum. The wayang museum itself has a permanent wayang collection room, contemporary wayang collection, performance room, gamelan room, souvenir area, library, prayer room, garden, management office and warehouse (B.A Bambang, 1983).

SWOT analysis is carried out to obtain data regarding images that will be used as a design reference, the following are the results of the SWOT analysis as seen in table 1 below

Table 1

SWOT analysis

Strength	Located in a strategic tourist and historical Kota Tua area.
Weakness	For visitors who bring private vehicles, it will be difficult to get parking because there is no parking provided in the Kota Tua area.
Opportunity	Foreign tourists who visit Kota Tua can learn about history, culture and traditional arts from Indonesia.
Threat	It has several competitors in the vicinity, namely the Ceramic Museum, Fatahillah, Bank Indonesia, and the Mandiri Museum.

"A Tale Through History" is a design theme for the Jakarta Wayang Museum, with a modern and interactive display media for permanent collections that contrasts with conservative colonial buildings. Decorative elements from Indonesian culture reinforce the image of Indonesian traditions combined with global modern design style. The concept of space applied is the concept of a taxonomic approach, where the presentation of exhibition materials or collections is divided into groups or a classification system based on the area of origin of wayang and marionettes, types of wayang, stories, and basic materials for making wayang.

Figure 4

Moodboard concept design

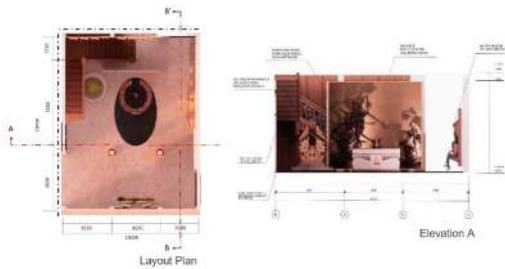


The interior of the Jakarta Museum Wayang is presented with a touch tradition of nusantara nuances combined with modern design style, so that the selection of furniture and materials is considered in a form that is attractive to each visitors. "A Tale Through History theme", displays the image of the room with a modern impression, a modern style approach is applied to give the impression of a luxurious interior and matches the colors of the wayang. Apart from that, the

impression of a traditional space, with a stylistic approach that carries an Indonesian theme, is because the wayang museum stores puppets from all over Indonesia, especially Java. implemented on backdrop walls and partitions for ticketing and reception counter with touches of the shadow of light on the interactive modern display impression. This backdrop can also be an instagrammable photo spot

Figure 5

Lobby Layout Furniture and Elevation P



Implementation in the lobby lounge area and ticket counter is the first area that museum visitors enter and must be able to provide an attractive, modern and interactive impression. The more modern and contemporary appearance of the space still displays a strong image of the Indonesian archipelago by placing several artworks on the backdrop counter with the impression of shadow panels from wayang performances equipped with mountains as a welcome sign and closing of the wayang performance. The placement of this artwork also functions as a photo area to be uploaded on social media and becomes a publication medium for the Wayang Museum so that it can attract even more visitors. The implementation of the lobby space can be seen in Figure 6 and Figure 7 below.

Figure 6

View 1 – Lobby 3D Perspective



Figure 7

View 2 – Lobby 3D Perspective



Implementation of interactive display media in the permanent exhibition space, consisting of 2 areas, namely the corridor area after the lobby lounge entrance and ticket counter, as well as the permanent shadow puppet exhibition area. In the corridor area, the implementation of interactive media displays uses LED touch screen technology to provide more personal and attractive information to visitors (Ziamou, 2012) as seen in Figure 8 below. In the corridor area there is story line information media and material categories for wayang exhibitions in Indonesia and abroad. After that, the display media used vitrines to display replicas of wayang puppets in the archipelago which were also equipped with interactive LED touch screen display media to facilitate information for visitors using contemporary technology (Figure 9).

Figure 8

View 3 – Interactive Media in Corridor Permanent Exhibition Room 3D Perspective



Figure 9

View 4 – Interactive Media in Corridor Permanent Exhibition Room 3D Perspective



In the permanent shadow puppet exhibition room, interactive exhibition media is displayed with immersive lighting technology displays using a projector in one corner of the room which can be directed and controlled by the user with LED touch screen controls. Replica exhibition materials or original objects from shadow puppets are displayed using glass material on the front and back to give a modern impression and make the objects safe from being touched by visitors' hands. In this area, visitors are also provided with bench facilities to rest and enjoy the holographic display media placed in the middle of the room. It is hoped that this hologram technology can become an interactive and informative exhibition medium so that the museum can function as a recreational, educational facility. The implementation of interior design and interactive display media in the permanent shadow puppet exhibition room can be seen in Figure 10 and Figure 11 below.

Figure 10

View 5 – Interactive Media in Wayang Kulit Permanent Exhibition Room 3D Perspective



Figure 11

View 6 – Interactive Media in Wayang Kulit Permanent Exhibition Room 3D Perspective



4. CONCLUSIONS AND RECOMMENDATIONS

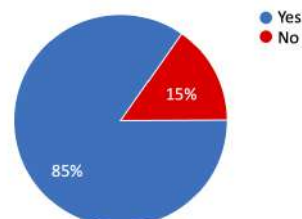
The interior design of the wayang museum is interactive and more attractive by displaying wayang exhibition materials from within the country and abroad, which are in accordance with the aesthetic function and elements of Indonesian culture using the theme “A Tale Through History theme”, is one of the efforts to preserve wayang culture and providing education to the younger generation about the richness of Indonesian culture. With facilities and utilities that meet museum standards and supported by the latest technology, it must still have an Indonesian cultural identity with an Indonesian theme. The interior appearance, which is more contemporary and in line with global developments, is an attraction for users so they can interact more in understanding the exhibition material using digital technology. It is hoped that it will be able to attract the younger generation or generation z to be interested in knowing, studying and preserving Indonesia and coming to the Museum Wayang.

Figure 12

Quesitoners Result

Does the design of the interactive display media at Wayang Museum suit your preferences?

20 answered



The results of the design of the Jakarta Wayang Museum found that the optimization of display media for the permanent collection of the Jakarta Wayang Museum which is interactive and modern is able to meet the preference criteria of visitors dominated by generation Z with 85% answering that interior design and interactive display media are very interesting and contemporary (Figure 12). The composition of modern spaces that contrast with colonial conservation buildings also supports the creation of museum facilities that are more attractive and able to meet museums that are educational and recreative.

Acknowledgement

Thank you is extended to to all respondent who helped with the research process.

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