

## ABSTRAK

. Teknologi membawa dampak positif terhadap teknik penyajian museum yang interaktif. Fenomena globalisasi membawa dampak negatif terhadap luntarnya budaya Indonesia. Tujuan perancangan memberikan pengalaman pengunjung dapat berwisata edukasi yang rekreatif dan menciptakan karakteristik budaya lokal melalui elemen interior. Metode perancangan dilakukan melalui tahap, pengumpulan data dengan observasi, wawancara, studi literatur. Analisa data untuk mendapatkan konsep rancangan yang memenuhi unsur fungsi dan estetika. Hasil perancangan ini adalah desain furniture dengan ragam hias batik kawung di area lobby, *video mapping* di area *immersive room* untuk mewujudkan pengalaman edukatif yang rekreatif, dan elemen interior lantai motif batik kawung di area *exhibition* dengan tambahan budaya lokal seperti batik kawung dan ciri khas museum dengan gaya kontemporer menciptakan citra luas, bersih, formal, dan nuansa natural. Kesimpulan yang didapat teknologi melalui *video mapping* adalah penyajian museum menjadi lebih hidup serta penerapan warna-warna netral untuk mewujudkan gaya kontemporer menciptakan desain museum yang interaktif dan terkini.

Kata Kunci : Museum Macan, Kontemporer, Globalisasi, Pelestarian Budaya



UNIVERSITAS  
MERCU BUANA

## **ABSTRACK**

*Technology has a positive impact on interactive museum presentation techniques. The phenomenon of globalization has a negative impact on the fading of Indonesian culture. The design objective is to provide visitors with a recreational educational tour and create local cultural characteristics through interior elements. The design method is carried out through stages, data collection by observation, interviews, literature studies. Data analysis to get a design concept that meets the elements of function and aesthetics. The results of this design are furniture designs with batik kawung ornaments in the lobby area, video mapping in the immersive room area to realize a recreational educational experience, and interior elements of batik kawung motif floors in the exhibition area with additional local culture such as batik kawung and museum characteristics with a contemporary style creating a broad, clean, formal image and natural feel. The conclusion obtained by technology through video mapping is that the presentation of the museum becomes more lively and the application of neutral colors to realize the contemporary style creates an interactive and up-to-date museum design.*

*Keywords: Tiger Museum, Contemporary, Globalization, Cultural Preservation*

