

INTERACTIVE CONCEPT ON DISPLAY SYSTEM IN INDONESIAN CULINARY MUSEUM

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ABSTRACT

The design of the Indonesian Culinary Museum uses the concept of a dynamic, interactive, and local Indonesian content interior design theme. This study explores the concept of an interior design theme called "Flavors of Indonesia: Journey through the Senses" by implementing an interactive display system in the museum. Using a descriptive qualitative approach, this study utilizes literature sources obtained from books, journals, articles, previous research, and virtual observations at the Indonesian Gastronomy Museum. The interactive display system applied in the museum includes various types of modern technology such as LED touchscreens, VR (Virtual reality), games, and multisensory (museum visitors can interact visually, aroma, hearing, and touch) that allow museum visitors to feel and understand the richness of Indonesian cuisine through a fun and not boring experience. The results of this study indicate that the application of an interactive concept in the design of the Indonesian culinary museum can not only increase the attractiveness of the museum as a recreational destination for the Indonesian people and tourists but also increase understanding and appreciation of the rich history and culture of typical Indonesian cuisine. Therefore, it is hoped that this research can be useful for designers who want to design a museum and the public, with the aim of increasing interest in visiting the museum, as well as aiming to make the museum an interesting and relevant place in this modern era.

Keywords: Culinary Museum, Indonesian Culture, Interior Design, Interactive Display, Multisensory.

1. INTRODUCTION

Globalization has succeeded in having an impact on various aspects of human life, be it in the fields of economy, education, technology, culture, art, etc. This study discusses a special aspect of art, namely the interior design of public museum facilities. A museum is a form of public facility that also functions as a place for maintenance, collection, and presentation, as well as an area for preserving cultural heritage that can be useful for research, learning, or education activities, as well as entertainment facilities (Prasetyo et al., 2021).

The COVID-19 pandemic case which has had an impact on the number of interests in visits to museums. At the same time, it is driven by the stereotype that museums tend to be seen or known as old-fashioned, boring, and less attractive places for young people or generations (Fanny Arief & Ahmad Sahroji, 2023). However, in this modern era, museums have developed into public facilities that are chosen as one of the locations for recreational visits, tourism, dating, etc. So, museums not only provide facilities or media for visitors to learn history, but also become a medium for interactive and educational learning. In this modern era, museums have begun to develop to be more interesting and sophisticated, such as using Augmented Reality (AR) and Virtual Reality (VR) (Wila, 2024).

In this study, the focus is on understanding that the Indonesian Culinary Museum not only functions as a place to store and exhibit culinary artifacts but is also used as a medium to provide insight to the community regarding the diversity and richness of local culinary culture. One thing that must be considered in increasing the number of visitors to a museum is the existence of high aesthetic value or high visual satisfaction value towards the aesthetic elements of the museum exhibition room. Aesthetics itself is a review of the processes that occur in objects, subjects, and values related to experience, as well as a benchmark for the level of attractiveness or unattractiveness (Junaedi, 2016).

However, apart from the aesthetic aspect, there is another main way, namely implementing the concept of an interactive museum display. Interactive displays allow visitors to not only see, but also interact with the collections/display objects in the museum. In an era where human life is filled with various technological developments, museum visitors tend to now expect more experiences than just seeing the exhibitions in the museum. This can be supported by one of the statements according to the Aksi.com article that in the modern era where human life is supported by various types of technology and assistance from the internet, every information can be accessed more quickly and easily. So, places like museums face quite a big challenge to attract the interest of the younger generation, coupled with the preferences and expectations of young people who are different from the traditional museum experience (Gun, 2024). Another aspect is to choose information or things to display in the museum as something that is recognized by all groups, both young and old. As discussed in Trejo's research, which states that museum visitors in the young category prefer to learn or observe issues that are happening or are recognized in a creative, interesting, and fun way, making museum visits more memorable, but the educational part still has the same role and impact as the entertainment part in the museum (Trejo & van Eijck, n.d.).

So, overall in designing the interior of a museum, a designer also needs to analyze issues related to what experience we want to give to museum visitors so that visitors do not just observe the exhibition but want to convey a deeper message and feeling before and after stepping into the museum interior. These issues are related to the results of the museum interior design which can involve various types of designs, interactive displays, carefully arranged and selected museum collections, multisensory environments, etc. All of these things, designers need to pay attention to because they have an impact or influence on visitors' impressions, word-of-mouth promotion, decisions to return or recommend the museum to family, friends, etc (Bahçeci, 2024).

Overall, this study will explore how interactive design elements can be applied in the Indonesian Culinary Museum to attract and enhance visitors' understanding of Indonesian culinary culture and history. This topic is not only relevant in the context of interior design but also supports the sustainable development goals (SGS's), especially SGS goal 4 (Quality Education), where the design of this museum can educate the public about the diversity of local cuisine while contributing to the preservation of Indonesian culture. In short, the purpose of this study is to analyze the application of interactive design styles and concepts in the display design of the Indonesian Culinary Museum, as well as the impact and reasons why the application of the interactive display concept is very much needed in improving the museum visitor experience.

2. RESEARCH METHOD

The interior design of the Indonesian Culinary Museum uses guidance from Rosemary Kilmer's design method. According to (Kilmer & Kilmer, 2014) The design process is divided into two stages. The first is the analysis stage, where a problem can be identified, dissected, examined, and

analyzed. With this analysis method, a designer can produce/find ideas and steps to solve design problems. The next is the synthesis stage, where designers begin to process the analysis data to obtain design solutions that will be applied.

This research is a descriptive qualitative case study. The qualitative method is a research method that is carried out by analyzing and collecting various types of data without analyzing numbers or quantifying the data that has been collected (Afrizal, 2014). Data collection techniques in the form of observation, carried out by virtual observation of the museum, namely the Indonesian Gastronomy Museum, then observing the display in the museum.

Data collection techniques in the form of observation, carried out by virtual observation of the museum, namely the Indonesian Gastronomy Museum, then observing the display in the museum. In addition, the data collection method used to support the sustainability of this research is to search for various types of literature sources or theories such as: articles, journals, previous research, and online media. Each data collected will be analyzed and explained in this research descriptively. This research only focuses on the analysis of the application of the interactive museum display design concept.

3. RESULTS AND DISCUSSIONS

Design Object

The interior project that will be discussed in this study is the interior design project of the Indonesian Culinary Museum. This museum is located in the old city area and has a building area of approximately 4000 m². The location of this museum is expected to support or integrate the historical and cultural values of local Indonesia while making it an interesting educational and tourist destination. This will be achieved by applying the concept of interactive interior design and museum displays that can provide a unique and enjoyable experience for visitors. In addition, the interior design of this museum is more directed at a thematic approach, where in this approach, the interior design and layout of the exhibition space are arranged according to or following the storyline with a certain theme compared to the objects presented (Arbi et al., 2011).

Design Process

Based on the design process stages for designing the interior of this museum based on the Kilmer & Kilmer method, namely the analysis stage and the synthesis stage (Kilmer & Kilmer, 2014), researchers can design the right design solution. In the analysis stage, researchers have identified several issues related to the low interest of visitors to museums that seem more traditional, while conducting field surveys of several types of museums to analyze the limitations and variations of displays in the museum, visitor preferences, and potential technologies that can increase visitor interest.

Furthermore, in the synthesis stage, researchers record the results of the analysis and literature sources to apply several interior design ideas and solutions related to the design of the Indonesian culinary museum to be more interactive, modern, but still integrate elements of local materials and culture, which overall can create an engaging and educational museum visit experience.

Design Concept



Figure 1. Project Moodboard
Source: Khema, 2024

The design concept of the Indonesian Culinary Museum is based on 3 design image keywords, namely: Local content, dynamic, and interactive. The concept of this interior project is called "Flavors of Indonesia: Journey Through the Senses". The image above is a mood board or ambiance that is to be achieved in the interior design of the museum. In short, the interior design of the Indonesian Culinary Museum is dominated by a warm color concept and combined with bright and neutral color accents.

The material concept in the museum is dominated by local Indonesian materials such as rattan, wood, bamboo, etc. The overall concept of this project focuses on the local aspect of content, highlighting the uniqueness of food, the richness of Indonesian gastronomy, culinary traditions, etc. The dynamic concept can be applied through the interior elements of the museum while highlighting interactive elements in the museum display system to create visitor engagement, and using various types of technology.



Figure 2. Interactive Display
Source: Kompasiana, 2016

The 2-way interpersonal communication model can be achieved through educational programs, real interpretation, and interactive displays (audiovisual, touchscreen, and multimedia). By implementing this communication model, the design of a museum can become more interesting, while not only functioning as a source of education, but also has entertainment, recreation, and relaxation value (Andriana & Gunawan, 2019).

This interactive display concept is in line with modern design trends that focus on the experience aspect given to visitors, thus increasing their understanding and involvement in the information presented. In addition, there are multisensory elements or concepts, where museum visitors do not

only passively observe museum displays, but visitors can see, hear, feel, do, smell, etc. By applying the multisensory design concept, visitors to a museum can get a different and unique experience, while getting information more clearly and easily understood because all their senses work together (Fadhillah, 2023).

Design Implementation

The interior design of the Indonesian Culinary Museum has several special areas or zones of the permanent exhibition space. For example, there is a showroom related to the richness of Indonesian food, a showroom for Indonesian spices, a showroom for spice blends, and a showroom for typical Indonesian cooking utensils. etc. The form of display in the showroom area is dominated by custom display tables, vitrine, and pedestals for display objects. In addition, the museum's showroom display system is also supported by sophisticated technology such as LED displays.



Figure 3. Food Showroom
Source: Khema, 2024



Figure 4. Food Showroom
Source: Khema, 2024

The image above is the result of the design of the Indonesian food culture exhibition space. In this exhibition area, visitors can learn insights related to the richness of food in Indonesia, as well as understand the reasons why Indonesia is one of the largest gastronomic kitchens in the world. The implementation of an interactive display system in this area can be seen using technology such as LED Display walls. By using technology such as LED screens, digital projects can display videos related to the richness of food in various regions of Indonesia. In addition, near the LED screen, there is an interactive display table, where visitors can touch and explore wheat and rice plants.



Figure 5. Indonesian Spice Showroom
Source: Khema, 2024



Figure 6. 360° Spice Showroom
Source: Khema, 2024

The design concept of the Indonesian CulinaryThe image above is the design result for the Nusantara Spices showroom. In this showroom, there are several areas such as an introduction area for typical Indonesian spices, an area for medicinal plants/spices, hand herbal medicine, and an area for mixing spices & chili sauce. Based on the image above, the interactive concept in this showroom is in the form of a display system and the atmosphere provided when entering the room (music, light, aroma).

The boat display in the center of the room is used as the main element to describe the atmosphere of the spice trade in Indonesia, while also providing insight into the history of spices and Indonesian cuisine. The museum display area provides a QR code that can be accessed by museum visitors to activate the spice trade simulation, where visitors can use their respective cellphones to get voice recordings, and videos, and play "trading" or shopping for spices. In addition, on the walls of the showroom, there are interactive displays that use multisensory elements in the form of tactile/texture areas, visitors can touch the display that can rotate 360° to explain the names and information related to typical Indonesian spices, as well as the texture of the spices.



Figure 7. Display of Indonesia Spice Aromas
Source: Khema, 2024



Figure 8. Spice & chili sauce mixing area
Source: Khema, 2024

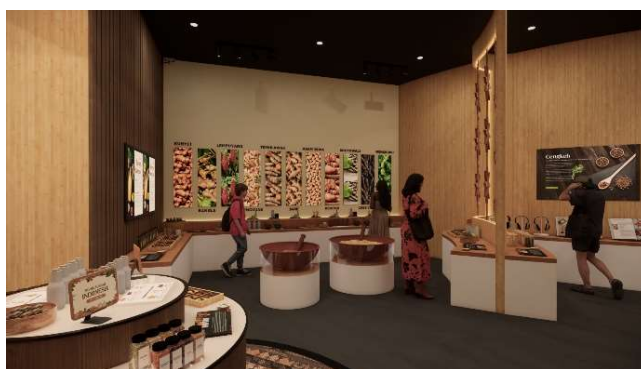


Figure 9. Spice & chili sauce mixing area
Source: Khema, 2024

Next, in the Nusantara spice showroom, there is a special area or aroma station. The interactive display concept is applied through objects that visitors can touch to smell the aroma of various typical Indonesian spices. The spice and chili sauce mixing area has an interactive display where visitors can touch replicas of display objects in the form of chili variations in Indonesia, pestles for mixing or pounding spices, etc. This area is also supported by LED displays, headphones, and recipe books to explain and provide information related to culinary recipes that are interactive.



Figure 10. Food Showroom
Source: Khema, 2024



Figure 11. Food Showroom
Source: Khema, 2024

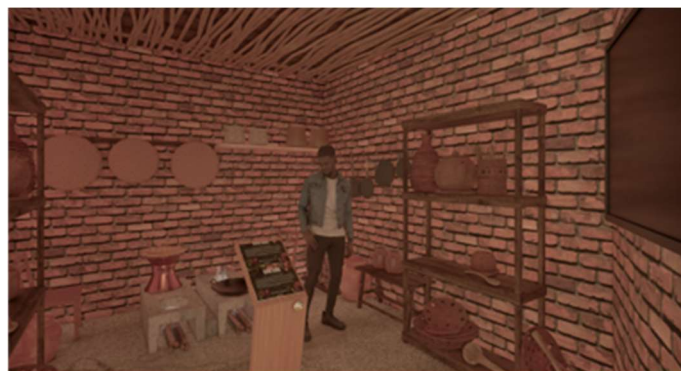


Figure 12. Food Showroom
Source: Khema, 2024

The image above is the result of the design of a showroom for typical Indonesian cooking utensils. In this showroom, interactive displays are applied through LED touchscreen technology that can show tutorials on using cooking utensils or cooking videos of several Indonesian culinary recipes. In this room, there are replica display objects that can be touched and played by visitors such as pestles, cutting boards, bamboo fans, etc.

In addition to the form of the display, the interactive concept is applied by providing a unique experience and room atmosphere in the Indonesian kitchen area. In the kitchen area, visitors can feel the ambiance of a traditional Indonesian kitchen through visuals, sound, light, and equipment in the showroom. The application of the interactive display concept in the design of the Indonesian Culinary Museum encourages social interaction and unique experiences for each visitor so that the museum is not only used as a source of information but also as a medium to inspire and appreciate the richness of Indonesian cuisine in an open, unique and enjoyable way.

4. CONCLUSIONS AND SUGGESTIONS

Overall, this study emphasizes that the application of the concept or style of interactive display design in the Indonesian Culinary Museum has significant potential to improve and support the experience of museum visitors. The interactive museum display is applied in the multisensory aspect: the aroma area of Indonesian spices, LED touchscreen displays, texture areas, and replicas of museum objects that can be played/touched, etc.

The interactive concept applied in the museum as a whole does not only display information for educational purposes but also for entertainment/recreation purposes. The application of the interactive display system concept is expected to educate visitors regarding the cultural heritage and culinary history of Indonesia while encouraging the younger generation to participate in preserving and appreciating the richness of Indonesian cuisine in a way that is not boring, interesting, and easy to remember.

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