

ABSTRAK

Penelitian ini bertujuan untuk memberikan penilaian terhadap aspek tata pameran Museum TB Silalahi Center didasarkan pada perspektif pengunjung. Penilaian terhadap aspek tata pameran menggunakan acuan tatap pameran menurut Direktorat Pelestari Cagar Budaya dan Permuseuman serta landasan teoritis berdasarkan pemikiran dari tokoh Tjahjopurnomo dan Tjahjawulan. Aspek tata pameran yang digunakan meliputi 6 variabel yaitu: Alur Cerita, Alur Pengunjung, Metode Penyajian Pameran, Teknik Pendekatan, Sarana dan Prasarana serta Proses Komunikasi. Penelitian ini merupakan penelitian induktif menggunakan metode kualitatif dan kuantitatif yang bersifat deskriptif. Data penelitian didapatkan dari hasil observasi, kuesioner, dan wawancara. Hasil evaluasi berdasarkan perspektif pengunjung diketahui bahwa tata pameran di Museum TB Silalahi Center cukup menarik dengan jumlah nilai 653 berdasarkan skala likert dan persentase skor 59,36%. Namun, berdasarkan keseluruhan hasil evaluasi aspek alur cerita, alur pengunjung, sarana dan prasarana serta proses komunikasi kurang maksimal sehingga perlu ditingkatkan.

Kata Kunci: Museum TB Silalahi Center, Tata pameran, Pengunjung, Evaluasi

ABSTRACT

This study aims to provide an assessment of the display system aspects of the TB Silalahi Center Museum based on the visitors studies. The assessment of the exhibition layout aspects uses a reference to the display system according to the Directorate of Cultural Heritage Preservation and Museum and a theoretical basis based on the thoughts of the figures Tjahjopurnomo and Tjahjawulan. display system aspects used include 6 variables, namely: Storyline, Visitor Flow, Exhibition Presentation Method, Approach Technique, Facilities and Infrastructure and Communication Process. This research is an inductive research using qualitative and quantitative methods that are descriptive in nature. Research data obtained from observations, questionnaires, and interviews. The evaluation results based on visitors' perspectives found that the exhibition layout at the TB Silalahi Center Museum was quite interesting with a total score of 653 based on a Likert scale and a percentage score of 59.36%. However, based on the overall evaluation results, the aspects of storyline, visitor flow, facilities and infrastructure and communication processes are not maximized so they need to be improved.

Keywords: TB Silalahi Center Museum, display system, Visitors, Evaluation