

ABSTRAK

Panelitian ini membahas tentang potensi dan konsep penerapan *open-air* museum di Kawasan Percandian Bumiayu, Sumatera Selatan, sebagai strategi pelestarian warisan budaya yang bersifat edukatif, inklusif, dan sesuai dengan konteks lokal. Kawasan ini menyimpan tinggalan arkeologis berupa struktur candi, arca, serta warisan budaya takbenda seperti upacara Hindu Bumiayu dan tari Dundang yang mencerminkan keberagaman keyakinan dan praktik budaya pada masa Kerajaan Sriwijaya. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi langsung, wawancara, dan telaah pustaka. Analisis SWOT digunakan untuk menilai kelayakan pengembangan kawasan berdasarkan aspek kekuatan, kelemahan, peluang, dan ancaman saat ini. Hasil penelitian menunjukkan bahwa kawasan Percandian Bumiayu memenuhi kriteria sebagai *Open-air* museum berdasarkan standar ICOM, serta memiliki peluang besar untuk dikembangkan menjadi ruang pelestarian berbasis wisata edukatif. Model ini dinilai efektif dalam menghidupkan kembali nilai sejarah secara *in situ* dan mendorong keterlibatan masyarakat dalam pelestarian serta pemanfaatan warisan budaya secara berkelanjutan.

Kata kunci : *Open-air* museum, percandian Bumiayu, pelestarian budaya, Sriwijaya, warisan budaya takbenda.

ABSTRACT

This study discusses the potential and concept of implementing an open-air museum in the Bumiayu Temple Area, South Sumatra, as a cultural heritage preservation strategy that is educational, inclusive, and in accordance with the local context. This area contains archaeological remains in the form of temple structures, statues, and intangible cultural heritage such as the Hindu Bumiayu ceremony and the Dundang dance which reflect the diversity of beliefs and cultural practices during the Srivijaya Kingdom. This study uses a qualitative method with data collection techniques through direct observation, interviews, and literature reviews. SWOT analysis is used to assess the feasibility of developing the area based on current strengths, weaknesses, opportunities, and threats. The results of the study indicate that the Bumiayu Temple area meets the criteria as an Open-air Museum based on ICOM standards, and has great potential to be developed into a preservation space based on educational tourism. This model is considered effective in reviving historical values in situ and encouraging community involvement in the preservation and utilization of cultural heritage in a sustainable manner.

Keywords: *Open-air museum, Bumiayu temple, cultural preservation, Srivijaya, intangible cultural heritage.*