ABSTRACT INTERIOR DESIGN OF THE HISTORY MUSEUM OF SEMARANG CITY

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The city of Semarang has historical heritage with various styles, such as European, Chinese, Arabic, and the culture of the local Javanese population. The Semarang City Government has a goal of strengthening the identity of the city of Semarang through the culture, tourism facilities, and local values of the city of Semarang, based on Regional Regulation of 2015. Moreover, in 2015, the city of Semarang was one of the cities that participated in the Heritage City Structuring and Conservation Program, a city that focuses on the arrangement and preservation of heritage as the development of its city. The existence of educational narrative tools related to history such as museums can help foster knowledge about the city of Semarang. Based on a survey conducted on 80 people in Semarang City, as many as 40% of people in Semarang City make museums their choice for tours or vacations. This makes the museum a potential place to be visited by the people of Semarang City. However, most respondents have only visited the Ranggawarsita museum, Lawang Sewu museum, and the Mandala Bhakti museum, although in Semarang there are approximately 8 museums. The interior of the museum is one of the factors for visiting museums, where 48.2% of the public think that museums in Semarang are ordinary, even 15.3% think museums are unattractive. After observing the museum in Semarang City, there are problems with the display and interior, such as less informative, interactive, narrow circulation, and uneven lighting. In addition, there are no facilities for disabled visitors, such as ramps or elevators. The design of a historical museum in the city of Semarang uses a fictional museum design plan on Jl. Sriwijaya, Semarang, with the building functioning as a museum. In the plan used, the building is elliptical with columns in the middle of the showroom, so it must be designed with a special and unique treatment to respond to the plan.

Keywords: Museum, History, Semarang City, Interior Design