

## **ABSTRACT**

### ***INTERIOR DESIGN OF EAST JAVA CULTURAL MUSEUM WITH EXPERIENCE APPROACH***

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*In the current era of globalization, the State of Indonesia also faces challenges to maintain its diversity of localities. One of them is the challenge of maintaining culture. Currently, the existence of culture is decreasing at the national level. This also happened in East Java Province. The evidence is such as weak data, cultural information, and low interest in the community's traditional culture and arts. In fact, if culture can be further developed its existence can be utilized as tourism potential for East Java. The museum itself must be interesting, informative, and educate the public. Therefore, the museum must be interactive and attractive to visitors. From the explanation above, an interior of the East Java Cultural Museum will be designed. The method used in this design is to collect data with a qualitative method which applies the "Experience" design approach and produces a design theme, namely "Cultural Charm of East Java" and the concept is "Teleportation of Cultural Space". These themes and concepts will invite visitors to explore the cultural spaces in the museum so as to provide a spatial experience that will have an impact on the education and information of museum visitors.*

***Keywords:*** *Museum, Interior Design, Experience Approach, Interactive*