

## **ABSTRACT**

*The implementation of the immersive experience concept in the design of the Merapi Volcano Museum in Yogyakarta to provide the experience of Mount Merapi to visitors to feel like they are in the real world. Because with this immersive experience, learning or providing information becomes interesting and also memorable for museum visitors. The phenomenon of museum fatigue is also one of the factors in the decreasing number of museum visitors in Indonesia, which was first put forward in 1916 by Benjamin Gilman who discussed the phenomenon of the decreasing number of museum visitors that occurred in several time periods. The problems based on the interior design components for the Merapi Volcano Museum are as follows: First, the lack of interactive display facilities. the delivery of information that is still difficult to understand because the delivery of collection information is presented in the form of long text so that visitors rarely read the information. Second, the excessive use of natural lighting in the exhibition which causes visitors to be disturbed in observing the displays displayed digitally. The data collection for the design of the Merapi Volcano Museum uses several stages, namely interviews, observations, references, planning and design. The discussion method is planning and design. The findings from this immersive experience include the use of 3D dioramas, the use of audio in the form of eruptions from Mount Merapi, the use of XR, VR, interactive screens and earthquake displays.*

**Keyword:** *museum, immersive experince, display*