

Architectural And Design Concept In The Historical Museum National

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Abstract

The National History Museum (MSN), situated beneath the National Monument in Jakarta, is a vital cultural institution displaying 51 dioramas depicting Indonesia's history. This research, utilizing qualitative methods and SWOT analysis, explores the museum's architecture, historical representation, and strategic positioning. The results highlight the integration with the monument, the use of marble, and the significance of the Independence Space. The SWOT analysis identifies strengths (cultural heritage), weaknesses (limited amenities), opportunities (increased interest), and threats (competition and potential damage). The study concludes that developing MSN as a tourist destination is crucial, suggesting comprehensive research, optimized asset utilization, and alternative promotional strategies for increased visitation

Keywords: The National Museum Nasional, Design, Architectural, SWOT Analysis, Qualitative Analysis

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1. Introduction

National History Museum (MSN) popularly called Monas Museum. The space of the historical museum is located three meters below the surface of the courtyard of the monument. The space measures 80 meters x 80 meters. Marble stone lines the walls and museum floor museum there are 51 display windows (dioramas) that perpetuate history since the time of the life of the ancestors of the Indonesian people, the struggle to maintain the independence and sovereignty of the Indonesian nation, until the development in the New Order era Above the museum is the Independence Hall. (Akbar & Fitriany, 2023)

Here are four attributes of independence, namely the map of Indonesia, the symbol of the state bird Garuda Pancasila, and the door to the gate containing the text of the proclamation

of Independence. Dear fourth attribute, the bendera heirloom, since 2005 stored in the palace. Existing places are left blank From this space, visitors can go to the top court via a single elevator which can carry about 10 people. The summit Court measures 11 meters x 11 meters, located 115 meters from the courtyard of the monument. (Prastowo et al., 2019)

This place can accommodate about 50 people. There are four binoculars in each corner so that visitors can see the city of Jakarta. The space of the Historical Museum is located 3 meters below the surface of the courtyard of the monument National Monument with an area of 80X80 square meters. Walls, columns, and the floor as a whole are lined with marble.(Nursandi & Ashadi, 2021)

2. Research Method

This research uses qualitative research that is research describes the building object, building history and social conditions of the data and events in the field in the form of text, words, and images (Sugiono, 2017).

Analytical techniques used are observation, interview and SWOT analysis together with the manager of the National History Museum this research is located in the Museum of National History and this study using SWOT analysis is the systematic identification of various factors to formulate corporate strategy. (Mashuri & Nurjannah, 2020)

Strategic planning methods are used to evaluate the strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (threats) in a project or a speculation business. Those four factors are what make up the acronym SWOT (strengths, weaknesses, opportunities, threats). SWOT stands for the Environment's Internal Strengths and Weaknesses and external environment Opportunities and Threats facing the business world.

3. Results and Discussion

3.1. Results

The concept of architecture and design of the National History Museum (MSN) located under the Monas Monument involves several important aspects

3.1.1. Integration with Monas Monument:

MSN is physically located under the monument Monas, illustrating the integration between museums and national landmarks. This creates the impression of unity between historical spaces and national symbols.(Prayoga & Kusnaedi, 2022)

3.1.2. The Use Of Marble Stone:

The use of marble stone for lining the walls and floors of the museum gives shades of luxury and elegance. In addition, marble stone can also have value historical or symbolic. Deep diorama focus

3.2. The focus of the 51 display windows (dioramas) within MSN

3.2.1. Historical Representation:

With 51 display windows (diorama), MSN becomes a powerful medium for representing the events of Indonesian history. The discussion may include the type- types of dioramas on display and how they depict the various historical aspects.

3.2.2 Independence space above MSN:

Provision of information about space independence on MSN, along with attributes of independence, such as a map of the Republic of Indonesia, the state emblem, the gate with the script Proclamation of Independence, and an explanation of why the heirloom flag is kept in the palace

3.2.3 Importance of MSN locations and materials:

Location located below the surface of the monument Monas can be explained in context security, preservation, or other architectural considerations. The use of marble as a lining material can be highlighted to explore its aesthetic value and practicality.

3.3. SWOT analysis

3.3.1. Strength (Strength)

The SWOT analysis is a strategy to identify strengths, weaknesses, opportunities and threats to the company. The power possessed by the National History Museum consists of one of the relics and heritage national culture so that it becomes a means of society in the study of history

3.3.2. Weakness (Weakness)

The area of the National Historical Museum also has various disadvantages that can be a weakness. the weaknesses include power support amenities that are less varied and a lack of information provided by the manager either through social media or directly.

3.3.3. Opportunity

The opportunities that the National History Museum has are increased interest and appreciation of the people of Jakarta to the history of the city Jakarta, the opening of local and foreign tourist markets, and of course creating

3.3.4. Threats

Every museum also has threats that should be avoided, threats that are owned by the National History Museum are the number of other museums in Jakarta that provide a better experience than the National History Museum, the threat of damage to historical objects due to the activities of tourists who are less commendable and certainly threatened the concern of the younger generation of the people of Jakarta to the preservation of history National.

4. Conclusion

Based on the results of the above discussion the results of the study concluded that the development of tourist destinations Nasioan History Museum Jakarta very important note in maintaining the continuity of tourism activities in tourist destinations. The manager has also attempted to develop and increase tourists visiting historical Museum tourist destinations National. From the above conclusion, some suggestions that can be put forward as follows (1) there needs to be a more comprehensive study related to the development and revitalization of the museum because the museum has the potential and assets that can be optimized, and (2) eed to consider his per Kantian promotional methods for visitors lots of people come to the museum.

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