

ABSTRACT

NEW INTERIOR DESIGN OF WEST JAVA BATIK MUSEUM WITH A TECHNOLOGICAL APPROACH IN BANDUNG

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Abstract: Bandung City as a tourist destination with great potential in preserving local culture, including the distinctive batik of West Java. Although West Java batik has significant historical and philosophical value, there is currently no museum specifically focused on West Java batik. The challenge of preserving batik is becoming increasingly complex due to the low interest of the younger generation and the minimal use of interactive technology in museums in Indonesia, where less than 10% of museums utilize modern technology. In addition, suboptimal lighting and interior layout also reduce the museum's appeal to visitors. Therefore, a West Java Batik Museum was designed in the city of Bandung with a technological approach to provide educational, interactive, and recreational facilities. This design aims to preserve batik as a cultural heritage, enhance public appreciation, and attract both local and international tourists. Through this approach, the museum is expected to serve as a means of education, preservation of cultural arts, and strengthening the creative identity of the city of Bandung as the cultural center of West Java.

Keywords: Museum, batik, technology, interactive