

Abstract : *The digital era has emerged as a result of rapid advances in technology. These advances have made human life easier, more efficient and faster. In the field of art and design, one example that has seen its existence in technological developments is museums. Museums already have facilities that are in line with current technological advances so that they can attract public interest to learn more about culture and create fun experiences in them. In Indonesia itself, especially in the city of Bandung, there is a museum, namely the Indonesian Postal Museum. Based on interview data with the management of the Indonesian Post Museum, the Museum wants to expand and add museum facilities, as well as clarify the existing storyline. Because of this, a new design for the Indonesian Postal Museum is needed with an interactive multimedia approach with attractive displays and creating a dynamic space where the public can interact with the collection. The method used is a quantitative method, namely observation, survey, and qualitative method with literature study. The new design of the Indonesian Postal Museum in Bandung City not only meets the needs of the Museum and community, but also develops the creative city of Bandung, and helps create an interactive museum.*

Keywords: *technology; storyline; museum; interactive*