

ABSTRACT

Abstract: *The redesign of the TNI AU Dirgantara Mandala Museum in the Special Region of Yogyakarta using an immersive experience approach aims to enhance the attraction and visitor numbers to the museum. History, as a record of past events, plays a crucial role in preserving culture and national identity. Museums serve as educational institutions that store and communicate historical values to the public. However, many museums in Indonesia, including the TNI AU Dirgantara Mandala Museum, face challenges in the management and presentation of collection items, leading to the phenomenon of "museum fatigue" among visitors. This decline in visitor numbers is due to the lack of attraction resulting from interior designs that do not support visitor comfort and interaction. Through the immersive experience approach, this research will explore design innovations that can create a more engaging and interactive atmosphere, thereby increasing public interest in visiting the museum. By considering applicable museum standards, technological aspects, and facilities for visitors, it is hoped that the museum can optimally function as a means of education, recreation, and historical preservation, while also strengthening national identity and culture.*

Keywords: *Immersive Experience; ; Museum; Museum Fatigue; TNI AU.*