

Peran media sosial dalam menjadikan museum inklusif studi kasus museum konferensi asia afrika = The role of social media in making the inclusive museum case study museum of the asian african conference

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Abstrak

[ABSTRAK

Tesis ini meneliti tentang museum inklusif yang merupakan ciri dari konsep New museology dan implementasinya melalui penggunaan media sosial yang dapat diterapkan dalam pengelolaan museum. Obyek penelitian ini adalah Museum Konferensi Asia Afrika di Bandung, Jawa Barat. Penelitian ini adalah penelitian dengan metode kualitatif dan Tahapan penelitian ini mencakup, pengumpulan data, pengolahan data, dan kesimpulan. Intisari dari museum inklusif adalah mengajak masyarakat berpartisipasi, bebas akses, dan menampilkan museum yang lebih atraktif, sehingga dapat membantu museum mencapai tujuan dalam membangun pengetahuan dan menguatkan hubungan dengan masyarakat.

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ABSTRACT

This thesis studied the inclusive museum that is a mark of new museology concept, which can manifest in museum practice through the role of social media as one of the types of media platforms. Object of this study is the Museum of the Asian-African Conference in Bandung, West Java. This thesis uses qualitative method and research stages include data collection, data processing, and data integration. In essence, the inclusive museum is a character of the museum that invites public to participate, free access, and features a museum that is more attractive, so it can help the museum achieve the goal in building knowledge and strengthen relationships with the community;

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