

Penerapan Desain Spekulatif dengan Penguatan Pengalaman Imersif pada Museum of the Future, Dubai = The Application of Speculative Design with the Enhancement of Immersive Experience in the Museum of the Future, Dubai

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Abstrak

Museum telah berkembang menjadi ruang yang tidak hanya menyimpan dan menceritakan sejarah, tetapi juga menjadi medium komunikasi gagasan masa depan. Penulisan ini bertujuan untuk menganalisis implementasi speculative design dan immersive experience dalam Museum of the Future di Dubai. Kajian dilakukan melalui studi literatur, observasi, dan identifikasi elemen-elemen ruang serta konten yang dikurasi dalam museum. Hasil analisis menunjukkan bahwa Museum of the Future menyusun narasi masa depan secara strategis melalui skenario, artefak spekulatif, dan perceptual bridge yang memperkuat gagasan. Pengalaman imersif dibangun melalui penggunaan interaktivitas, boundary alteration, serta motivasi, yang mendorong keterlibatan emosional dan reflektif dari pengunjung. Penulisan ini memperlihatkan bahwa pendekatan speculative-immersive dapat digunakan untuk mengomunikasikan isu kompleks seperti lingkungan dan teknologi, serta membangun kesadaran kritis terhadap masa depan. Strategi tersebut dapat dijadikan acuan dalam pengembangan museum atau ruang publik lain sebagai media pembelajaran dan refleksi bersama.

.....Museums have evolved into spaces that not only preserve and present history but also serve as mediums for communicating future-oriented ideas. This writing aims to analyze the implementation of speculative design and immersive experience in the Museum of the Future in Dubai. The study was conducted through literature review, observation, and identification of spatial elements and curated content within the museum. The analysis shows that the Museum of the Future strategically constructs future narratives through scenarios, speculative artifacts, and perceptual bridges that reinforce its ideas. Immersive experience is built through the use of interactivity, boundary alteration, and motivation, which foster emotional and reflective engagement from visitors. This paper demonstrates that the speculative-immersive approach can be used to communicate complex issues such as the environment and technology, while fostering critical awareness of the future. Such strategies may serve as a reference for the development of museums or other public spaces as platforms for learning and collective reflection.