

## INTISARI

Penelitian ini mengkaji tata pamer Museum Sejarah Purbakala Pleret dari perspektif pengunjung dan standar Direktorat Museum. Tujuan dari penelitian ini adalah mengevaluasi tata pamer museum berdasarkan persepsi pengunjung serta standar dari Direktorat Museum. Pentingnya persepsi pengunjung menjadi kunci dalam keberhasilan penyampaian informasi di museum, dimana interpretasi pengunjung mencerminkan seberapa efektif informasi yang disampaikan. Evaluasi ini diperlukan untuk meningkatkan efektivitas komunikasi dan relevansi museum terhadap kebutuhan dan minat pengunjung. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan mengumpulkan data melalui observasi langsung dan penyebaran kuesioner kepada 100 responden. Hasil penelitian menunjukkan bahwa sebagian besar tata pamer Museum Sejarah Purbakala Pleret mengikuti teknik dan metode penyajian dari standar acuan Direktorat Museum. Selain itu berdasarkan perspektif pengunjung, tata pamer yang disajikan oleh museum telah mencapai tingkat kepuasan yang baik. Akan tetapi, apabila dilihat lebih lanjut antara hasil perspektif pengunjung dan tata pamer Museum Pleret berdasarkan direktorat Museum terdapat beberapa aspek yang masih perlu diperbaiki dan dimaksimalkan, yaitu teknik dan metode penyajian tata pamer seperti penggunaan label caption, teknik pencahayaan, kejelasan alur cerita serta suhu dan kelembaban udara.

**Kata kunci: Tata Pamer, Museum, Persepsi Pengunjung, Evaluasi, Pleret, Yogyakarta**

## ABSTRACT

This research examines the exhibition layout of Pleret Archaeological History Museum from the perspective of visitors and the standards of the Museum Directorate. The aim of this research is to evaluate the museum's exhibition layout based on visitor perceptions and standards from the Museum Directorate. The importance of visitor perception is key in the successful delivery of information in museums, where visitor interpretation reflects how effectively the information is conveyed. This evaluation is needed to increase the effectiveness of communication and the relevance of the museum to the needs and interests of visitors. This research uses a quantitative descriptive approach by collecting data through direct observation and distributing questionnaires to 100 respondents. The results of the research show that most of the exhibition layouts of the Pleret Archaeological History Museum follow the presentation techniques and methods of the Museum Directorate's reference standards. Apart from that, based on the visitor's perspective, the exhibition presented by the museum has achieved a good level of satisfaction. However, if we look further at the results of the visitor's perspective and the exhibition layout of the Pleret Museum based on the Museum directorate, there are several aspects that still need to be improved and maximized, namely the techniques and methods of presenting the exhibition layout such as the use of caption labels, lighting techniques, clarity of storyline and temperature and humidity.

**Keywords: Exhibition Arrangement, Museum, Visitor Perception, Evaluation, Pleret, Yogyakarta**