

## INTISARI

Paradigma *New Museology* telah mengubah cara pandang museum dalam merancang pameran, mengembangkan media interpretasi, dan berkomunikasi dengan pengunjung. Dalam konteks ini, museum turut berperan dalam upaya kesetaraan atau inklusi kepada seluruh lapisan masyarakat tanpa terkecuali, termasuk mengakomodasi kebutuhan yang setara bagi kelompok pengunjung dengan karakteristik kognitif, afektif, dan psikomotorik yang berbeda-beda. Penelitian ini bertujuan untuk mengidentifikasi karakteristik *kids label* dalam mendukung proses pembelajaran dan pemaknaan koleksi berdasarkan prinsip penulisan label interpretatif menurut Beverly Serrell (2015), serta menganalisis potensi partisipatif *kids label* tersebut dalam mendukung proses interpretasi koleksi pengunjung anak berdasarkan kerangka museum partisipatif Nina Simon (2010). Penelitian dilakukan terhadap 8 *kids label* pada dua pameran di Museum Nasional Indonesia, yakni pameran tetap "Sejarah Awal" dan pameran temporer "Kongsi: Akulturasi Tionghoa di Nusantara". Data dianalisis menggunakan pendekatan deskriptif evaluatif guna memberikan gambaran komprehensif mengenai praktik *kids label*, sekaligus memberikan rekomendasi pengembangan lebih lanjut. Hasil penelitian menunjukkan bahwa hanya satu dari tiga *kids label* pada Pameran "Sejarah Awal" yang memenuhi ketiga pilar museum partisipatif, sedangkan seluruh *kids label* pada Pameran "Kongsi: Akulturasi Tionghoa di Nusantara" secara konsisten memenuhi ketiga pilar tersebut. Berdasarkan temuan tersebut, penelitian ini merekomendasikan penguatan pendekatan interpretatif pada pameran bertema ilmiah, pelibatan tim lintas keahlian secara konsisten, penyusunan panduan internal perancangan *kids label*, perluasan implementasi *kids label* ke seluruh ruang pamer, serta evaluasi langsung kepada pengunjung anak sebagai tindak lanjut penelitian.

**Kata kunci:** label ramah anak, museum partisipatif, media interpretasi koleksi, edukasi anak, Museum Nasional Indonesia

## ABSTRACT

The New Museology paradigm has transformed the way museums approach exhibition design, interpretive media development, and visitor communication. In this context, museums play an important role in fostering inclusivity for all segments of society, including accommodating the diverse cognitive, affective, and psychomotor needs of different visitor groups. This study aims to identify the characteristics of kids labels as interpretive media based on Beverly Serrell's (2015) principles of interpretive label writing, as well as to analyze the participatory potential of kids labels in supporting the collection interpretation process for child visitors based on Nina Simon's (2010) participatory museum framework. The study was conducted on 8 kids labels from two exhibitions at the National Museum of Indonesia — the permanent exhibition "Sejarah Awal" (Early History) and the temporary exhibition "Kongsi: Akulturasi Tionghoa di Nusantara" (Kongsi: Chinese Acculturation in the Archipelago). Data were analyzed using a descriptive-evaluative approach to provide a comprehensive overview of kids label practices, while also generating recommendations for further development. The findings indicate that only one out of three kids labels in the "Sejarah Awal" exhibition fulfilled all three pillars of Simon's participatory museum concept, whereas all kids labels in the "Kongsi" exhibition consistently fulfilled all three pillars. Based on these findings, this study recommends strengthening the interpretive approach in scientifically themed exhibitions, consistently involving multidisciplinary teams in kids label development, formulating internal design guidelines for kids labels, gradually expanding kids label implementation across all exhibition spaces, and conducting direct evaluations with child visitors as a follow-up to this research.

**Keywords:** kids label, participatory museums, collection interpretation media, children's education, National Museum of Indonesia