

## **ABSTRAK**

Penelitian ini membahas tentang pemahaman pengunjung mengenai tata pameran koleksi Museum Sudirman Magelang. Tujuannya ialah agar Museum Sudirman Magelang dapat meningkatkan kualitasnya. Pemahaman pengunjung terhadap koleksi museum merupakan salah satu indikasi keberhasilan museum dalam menyampaikan pesan-pesan yang terkandung dalam tiap-tiap koleksi yang dipamerkan.

Metode penelitian yang digunakan adalah evaluatif. Pengumpulan data dilakukan melalui observasi museum, lingkungan museum, display koleksi, dan jumlah kunjungan. Data mengenai pemahaman pengunjung tersebut diperoleh dengan menggunakan kuesioner sebanyak 100 buah yang disebar ke instansi dan profesi tertentu yaitu profesi guru, pengunjung umum, dan siswa SMA/SMK. Pembagian kuesioner dapat untuk melihat bagaimana tanggapan pengunjung mengenai tata pameran koleksi Museum Sudirman Magelang dan mengetahui seberapa paham pengunjung memahami tata pameran koleksi Museum Sudirman Magelang.

Hasil dari penelitian ini adalah sebanyak 73 responden dapat memahami dengan baik tata pameran koleksi Museum Sudirman Magelang, 16 responden hanya memahami sekilas, 6 responden belum dapat memahami tata pameran koleksinya karena koleksi yang tersedia kurang banyak dan 5 responden tidak menjawab. Kemudian 80 responden menyatakan koleksi pada Museum Sudirman Magelang membuat mereka tertarik untuk berkunjung. Responden lainnya tertarik pada bangunan museum dan suasana museum. Museum Sudirman Magelang perlu meningkatkan kualitas pelayanan pada pengunjung agar kunjungan dapat lebih menarik minat pengunjung.

***Kata kunci: Museum Sudirman Magelang, evaluasi,  
pemahaman pengunjung, tata pameran***

## **ABSTRACT**

This research discusses about the visitor's understanding to the collection exhibition system at the Museum Sudirman Magelang. Its purpose is in order for Museum Sudirman Magelang to improve its quality. The visitor's understanding of the museum collection is one indication of the museum's success in conveying the messages contained in each collection on display.

The research method used is evaluative. Collecting data carried out by observing museum, the environment of the museum, collection displays, and the number of visits. The data about visitor's understanding got by using questionnaires as many as 100 pieces that were distributed to certain agencies and professions namely the profession of teachers, general visitors, and high school / vocational students. The distribution of questionnaires can be seen to see how the visitors responded to the exhibition of the collection of the Museum Sudirman Magelang and to find out how the visitors understand the layout of the collection of the Museum Sudirman Magelang.

The results of this study were as many as 73 respondents who could understand well the exhibition system of the Sudirman Magelang Museum collection, 16 respondents only understood at a glance, 6 respondents could not understand the show collections because there were not many collections available and 5 respondents did not answer. Then 80 respondents stated that the collection at the Magelang Sudirman Museum made them interested in visiting. Other respondents were interested in museum buildings and museum atmosphere. The Sudirman Museum of Magelang needs to improve the quality of service to visitors so that visits can attract more visitors.

***Keywords: Museum Sudirman Magelang, evaluation, visitor's understanding, exhibition***