

## INTISARI

### **PAMERAN ARSIP VIRTUAL SEBAGAI SALAH SATU PROGRAM PENJANGKAUAN KEARSIPAN. STUDI KASUS: PAMERAN VIRTUAL “TERA JALUR REMPAH DI BOROBUDUR” DI BALAI KONSERVASI BOROBUDUR**

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Tulisan ini membahas mengenai pameran virtual sebagai media diseminasi informasi yang dilakukan oleh Balai Konservasi Borobudur selama pandemic Covid-19. Kegiatan ini dilakukan untuk mendapatkan informasi mengenai pameran virtual yang diselenggarakan oleh Balai Konservasi Borobudur sebagai salah satu program penjangkauan kearsipan agar informasi mengenai arsip *memory of the world* yang dimiliki oleh Balai Konservasi Borobudur dan kaitannya dengan jalur rempah dapat menjangkau masyarakat. Untuk itu, rumusan masalah dari penelitian ini adalah bagaimana Borobudur melakukan perencanaan dan pelaksanaan pameran virtual serta apa saja kendala yang dihadapi saat pelaksanaan pameran “Tera Jalur Rempah di Borobudur” yang diselenggarakan oleh Balai Konservasi Borobudur.

Metode pengumpulan data menggunakan tiga cara, yaitu observasi non partisipasi, wawancara, dan studi pustaka. Pertama, observasi non partisipasi dimana penulis hanya mengamati secara langsung pelaksanaan pameran tanpa terlibat langsung dalam perencanaan maupun pelaksanaan pameran di Balai Konservasi Borobudur. Kedua, Studi pustaka yang dilakukan untuk mendapatkan informasi secara teori, dan ketiga adalah wawancara untuk mendapatkan informasi secara lisan atau langsung kepada narasumber.

Hasil penelitian yang diperoleh adalah proses perencanaan pameran virtual mulai dari penentuan tema, pembentukan panitia, penyesuaian konten dan fitur visual, publisitas kegiatan pameran, dan pembuatan laporan kegiatan pameran. Pameran “Tera Jalur Rempah di Borobudur” telah terlaksana dengan alur ceritanya yaitu pengenalan tentang pameran, kapal-kapal Borobudur, budaya masyarakat kuno, raksasa lautan dari Borobudur, tera Borobudur dalam budaya maritime nusantara dan bagian kolom komentar. Kendala yang dihadapi selama pelaksanaan pameran adalah kurangnya sumberdaya manusia yang memiliki *skill* untuk membuat konten pameran secara menarik dan interaktif dan kurangnya promosi pameran kepada masyarakat sehingga kurang adanya perhatian dari masyarakat luas.

**Kata kunci:** (Pameran Virtual, Arsip Statis, Tera Jalur Rempah, Balai Konservasi Borobudur)

## ABSTRACT

### **VIRTUAL ARCHIVES EXHIBITION AS ONE OF THE ARCHIVAL OUTREACH PROGRAM. CASE STUDY: VIRTUAL EXHIBITION “THE STAMP OF THE SPICE IN BOROBUDUR” AT BOROBUDUR CONSERVATION CENTER**

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This paper discusses about virtual exhibitions as a medium for information dissemination that conducted by the Borobudur Conservation Center during the Covid-19 pandemic. This activity was carried out to obtain information about the virtual exhibition organized by the Borobudur Conservation Center as one of the archival outreach programs so that information about the memory of the world archives owned by the Borobudur Conservation Center and its relation to the spice route can reach the public. For this reason, this research focus on how Borobudur Conservation center plan and implementation of the virtual exhibition and what are the obstacles faced during the implementation of the “The Stamp Of The Spice In Borobudur” exhibition that organized by the Borobudur Conservation Center.

The method used is three ways, that is non-participatory observation, interviews, and literature study. First, non-participatory observation where the author only observes directly the implementation of the exhibition without being directly involved in the planning or implementation of the exhibition. Second, literature study was conducted to obtain theoretical information, and third was interviews to obtain information directly from interviewees.

The results of the research are the virtual exhibition planning process starting from determining the theme, forming a committee, adjusting content and visual features, publicity of exhibition activities, and making reports on exhibition activities. The exhibition “The Stamp Of The Spice In Borobudur” has been carried out with the storyline i.e. an introduction to the exhibition, the ships of Borobudur, ancient Javanese culture, guardian of the ocean from Borobudur, traces of Borobudur in the archipelago and the comments section. The obstacles faced during the exhibition are the lack of human resources who have the skills to create interesting and interactive exhibition content and the lack of promotion of the exhibition to the public so that there is less attention from the wider community.

**Key words:** *(Virtual Exhibition, Archives, The Stamp of The Spice, Borobudur Conservation Center)*