

Seiring perkembangan teknologi yang masif seperti saat ini, sebuah lembaga pelayanan publik dituntut untuk mampu beradaptasi dan mengembangkan layanan sesuai dengan perkembangan jaman. Monumen Pers Nasional sebagai salah satu unit pelayanan publik di bawah pengelolaan Dirjen Informasi dan Komunikasi Publik, Kemenkominfo, sedang berfokus untuk mengembangkan layanan museum digital modern yang berorientasi terhadap kebutuhan publik era digital. Ditambah adanya pandemi COVID-19, menjadi pendorong agar transformasi layanan ke arah digital dapat segera dilakukan. Pengembangan layanan museum digital tersebut dituangkan kedalam sebuah konsep revitalisasi yang disebut “Reborn”. Melalui proses digitalisasi koleksi dan layanan yang ada, diharapkan dapat memudahkan masyarakat untuk memenuhi kebutuhan informasi akan produk dan kesejarahan pers di Indonesia. Penulisan tugas akhir ini bertujuan untuk menjabarkan secara lebih lanjut mengenai pengembangan layanan museum digital di Monumen Pers Nasional baik yang sudah, sedang, dan akan dilakukan. Selain itu penelitian ini juga bertujuan untuk mendeskripsikan profil Monumen Pers Nasional Surakarta. Penulis menggunakan pendekatan kualitatif yang berfokus pada hasil observasi langsung dan didukung dengan hasil studi pustaka. Observasi dilakukan penulis dengan mengikuti program magang selama empat bulan. Selama observasi, penulis juga melakukan sejumlah wawancara guna melengkapi hasil observasi. Sedangkan studi pustaka mengambil berbagai referensi berupa jurnal, buku, artikel web, dan catatan penulis yang berkaitan dengan topik penelitian. Dalam penelitian ini, penulis menemukan bahwa proses pengembangan layanan museum digital di Monumen Pers Nasional dilakukan melalui beberapa aspek pengembangan seperti; penggunaan perangkat digital pada display area museum, digitalisasi arsip koran dan majalah, inovasi layanan museum, serta pengelolaan konten website dan sosial media. Selain itu, Monumen Pers Nasional juga menggunakan komponen survey kepuasan masyarakat dan laporan bulanan media sosial sebagai indikator keberhasilan dan evaluasi. Meski demikian, masih terdapat sejumlah tantangan dan kendala yang harus segera dibenahi seperti kurangnya sumber daya manusia yang kompeten, alur birokrasi yang rumit, sumber informasi sejarah yang kabur, serta rendahnya minat masyarakat.

Kata Kunci: digital, museum , transformasi, reborn, digitalisasi

ABSTRACT

Along with the development of massive technology today, a public service institution is required to adapt and develop services over times. Monumen Pers Nasional, as one of the public service units under the management of the Indonesian Ministry of Communication and Informatics, is focusing on developing modern digital museum services that are oriented towards the public needs of the digital era. Coupled with the COVID-19 pandemic, it is a driving force so that the transformation of services to digital can be done immediately. The development of digital museum services is poured into a revitalization concept called “Reborn”. Through digitizing existing collections and services, it is hoped that it will make it easier for the public to meet their information needs for products and press history in Indonesia. The purpose of this final paper is to describe further the development of digital museum services at Monumen Pers Nasional which has been, is being, and will be carried out. In addition, this study also aims to describe the profile of the Monumen Pers Nasional Surakarta. The qualitative study applied in this study focuses on the results of direct observation and is supported by the results of a literature study. The observations were done by participating in an internship program for four months. During the observation, several interviews were conducted to complete the observations. At the same time, the literature study took various references in the form of journals, books, web articles, and author’s notes related to the research topic were consulted and are put into research framework. The study results show that the process of developing digital museum services at Monumen Pers Nasional was carried out through several development aspects such as; the use of digital devices in the display area of the museum, digitizing newspaper and magazine archives, innovating museum services, as well as managing website content and social media. In addition, the Monumen Pers Nasional also uses two main components as indicators of success and evaluation. However, there are still a number of challenges such as; the lack of human resources, complicated bureaucracy, invalid historical sources, and low public interests to visit museum.

Keywords: digital, museum, transformation, reborn, digitalization