

Chapter I.

1.1 Background Research

Communication is the act of exchanging information using a medium; it is a way to transmit a message between people. Exhibition design in of the study in Visual Communication Design focuses on. It uses a medium or particular method to transfer the message to gain the values.

New value was brought to the public through an exhibition as one the tool of art to transfer a message in every part of the world. However, this message could not be transferred to the public without any knowledge to make a proper exhibition. There would be concepts to present a theme or message about designing a proper exhibition to guide museum management to have a sufficient knowledge related to visual design and space layout. It should be designed properly and artistically in order to attract the visitor. Furthermore, the design should be able to communicating messages to the visitor clearly. Moreover exhibition come in many shape and size, educating the public in such intriguing way depending on the artist interpretation.

According to Jehra Patrick, Director and Curator of Law Warschaw Gallery and Waiting Room, “an art exhibition is ultimately unique to each exhibition, driven by artists’ ideas, the context of the space, and the organizer or curator. Together exhibitions offer a spectrum of purposes, depending on whether its motives are big or small.”

Exhibition have a wide range of categories, which are mainly divided into two: commercial and cultural exhibition. Cultural exhibition includes the culture of societies, such as historic sites, art collection and natural landscape. These three subjects are closely related to Semarang’s background. Exhibition take place in museum and galleries.

Museum is an institution devoted to the procurement, care, study, and display of objects of lasting interest or value, also: a place where objects are exhibited. At the same time, Semarang City, which is the largest and capital city of Central Java, couldn’t provide the proper exhibition to the public. This main problem is proven by the lack of supporting exhibition model in some museums in Semarang City such as *Ranggawarsita* and *Mandala Bhakti* Museum. As one of the most significant city in

the province, Semarang needs to be able to compete with other cities, upholding Semarang's name.

Understanding the whole museum concept or theme and having sufficient education to design a museum to be attractive and intriguing is one of the aspect to values a museum presentation for a pleasing exhibition. Despite how the Internet always provides the information which people needs, most of the information or references that are found were most often separated individually, not as a one whole package. It also contains descriptions of unpredictable themes or about grand exhibitions only which amaze lots of people. Instead of acquiring the basic in order to help them to establish one, it actually confuses people what to do exactly in making an exhibition.

Exhibition designer must understand the design process and who the target audience is, which in the end give an emotional relationship between the exhibition and the public.

The facts provided by conducting a survey beforehand had led to a conclusion where books such as Exhibition Design: High Impact Solutions shows what is inside the exhibition theme, in which an Indonesian language book is rarely found. Therefore to solve the problem, designing a visual guideline for museum exhibition series which introduce postmodern museum approaches could help museums that are funded by government to improve and develop their exhibition.

1.2 Thesis Statement

1. How to design a proper museum design guideline as a reference to attractive museum development for museum management in Semarang?

1.3 Objective and Benefits

The objective of this research is to help museum in Semarang City that are funded by government who needs a guideline in making a proper exhibition; to help them understand how to make one properly starting from the brief . Only when they acquire this knowledge that they could contribute to their own environments and community, especially for

Semarang's public. It has always been seen as an opportunity for the regeneration of a city and experimentation in urban design.

The advantage:

Public : for the public is they get an easy access to look for an exhibition guideline which could help them in understanding or a proper exhibition brief; by then they could design their exhibition according to creativity. It gives the public a new value to see what's within Semarang City's potential in the future in making a proper exhibition.

Institution : It gives an advantage for the institution that they could establish such fine research for the museums organizer and public's education under the Visual Communication Design Faculty, resulting in gaining more trusts from the experts relating to the field when it comes to creating research or other aspect related to exhibition designing beginning from the brief.

Student : Experience of running the research and learning at the same time in many factor always been a hard process that the writer highly appreciates in creating a better version of herself and a valuable lesson to have a chance in helping her hometown to develop the knowledge about creating a proper exhibition brief.

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1.4 Research Methods

The research methods that are going to be used in this research is qualitative and quantitative method. The quantitative method approaches rely on meanings and descriptive data. The goal of using qualitative method is to look for related data, articles, and journals in museum exhibition visual guideline field.

Quantitative method values statistical description which mostly include numbers. This method will be used to find data that involves number related to the topic in this research.

Methods:

a. Observation:

The act of observing people in their environment to obtain data for further analysis in the research. The observation was executed in Semarang and Central Java. The observation aim was to gather data about the people who went the museums in Semarang.

b. Survey:

Questions regarding the research was distributed to gather how the majority thought a certain topic. The survey was done to help the research to obtain particular responses which need to be carried out in few phase. It was targeted to people around 40-60 years old and 12-35 years old.

c. Interview:

The interview will help to collect answer from the respondent which give unexpected response. To achieve the data correctly, the interview was targeted to primary and secondary targets. The correlation between the targets will help in further research.

d. Literature Review:

Conducting a review from previous published research by other author. The analysis will help the research to determine the next phase in the study. It involves study from two different language.

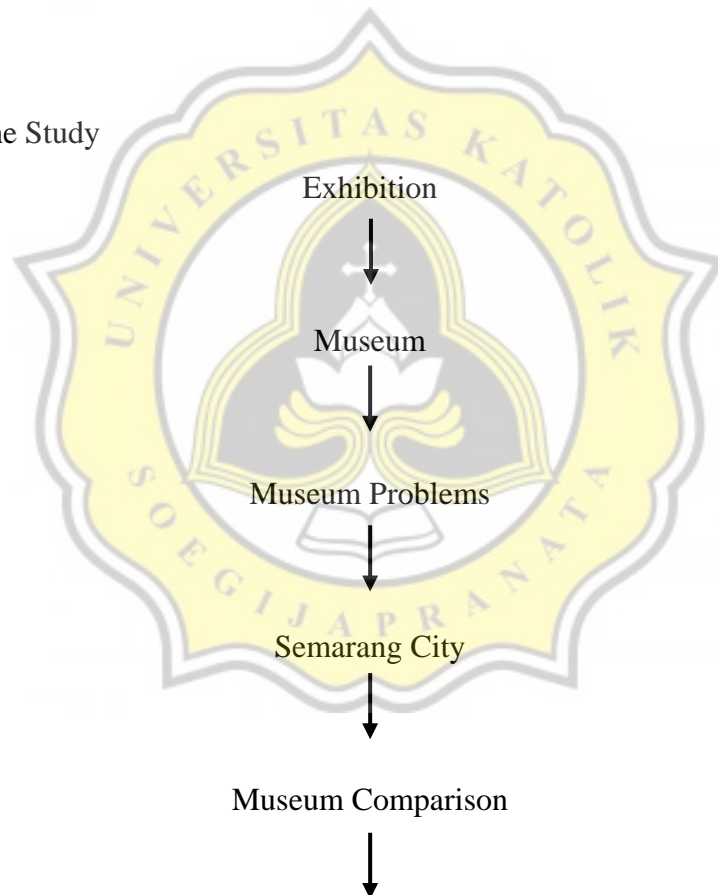
e. Focus Group:

The act of doing a discussion among a group of people about a topic to gather other perspective which could be used for further research. The focus group was done in Semarang along with fellow undergraduate and seniors from the field of the topic.

f. Case Study:

A case study was done to gather in-depth data or information about the topic related and produce a better design in the following research. The case study that was reviewed were published by universities and author from the designing and exhibition scope.

1.5 Layout of the Study



Museums that are funded by government in Semarang needs to learn more

A design about visual guideline for museum exhibition.

1.6 Design Comparison

Previous research had been conducted in the museum exhibition field. However these research tend to discuss about one museum exhibition design or study case. It only explains why they made it and purpose of the museum exhibition. The examples of the research conducted such as Bandung Museum Exhibition Display Room Design, Contemporary Art Museum in Yogyakarta and other research which was meant for college education.

Therefore a design about a visual guideline for museum exhibition is needed. The visual guideline will help the museum section in exhibition design field to learn more providing clear instruction to adapt intuitiveness, learnability, efficiency and consistency. The content of the visual guideline will discuss about the essential and necessary elements in making an exhibition design. This way a museum could be assisted in creating an exhibition which leads to increase the public interest and builds up the tourism department in Semarang. The visual guideline will be in a set of series, starting from the first series which is visual guideline to understand a proper museum exhibition brief as the planning phase before entering the organizing, actuating, controlling and evaluation phase.

