

ABSTRACT

IRA KHOERUNNISA, 192171012. **THE MANAGEMENT OF GEDUNG SATE MUSEUM AS A HISTORICAL TOURIST SITE IN BANDUNG CITY.** Department of History Education, Faculty of Teacher Training and Education, Universitas Siliwangi.

This research aims to describe the management of Gedung Sate Museum as a historical tourist site in Bandung city. This research uses a descriptive qualitative method. The object of this research is Gedung Sate Museum. Data collection is carried out using observation, interviews, and documentation techniques. The analysis is conducted in three stages, namely data reduction, data presentation, and drawing conclusions. The background of the problem in this research arises due to the demand for museums in the present time not to be seen as museums that only store ancient artifacts. The research results explain that Gedung Sate Museum was established in 2017 and inaugurated by Ahmad Heryawan, the Governor of West Java, at that time. Gedung Sate Museum is located in the West Java Government Center building and managed by the General Bureau under the auspices of the West Java Regional Secretariat. The management of Gedung Sate Museum is operated in a modern manner by combining technology with historical content. Gedung Sate Museum faces constraints such as inadequate human resources and a bureaucratic process that is considered slow by the management. In addition, the museum also has several driving factors, including offering various knowledge, having a strategic location, and attracting a large number of visitors. The impact provided by this museum includes impacts on education, social interaction, and recreation for the community.

Keyword: Management, Museum, Historical Tourist