

ABSTRACT

The museum's educational service strategy determines the extent to which the information contained can be well understood by visitors. The Sri Baduga Museum is a museum under the management of the West Java Regional Cultural Management UPTD in the city of Bandung. This thesis aims to find out the educational strategy of the Sribaduga Museum as a source of historical learning. This research uses a qualitative research method with a narrative approach. Data collection was carried out by means of interviews, observation and documentation. The data analysis technique is the data reduction stage, data presentation and drawing conclusions. The results obtained from this research are the educational service strategies created by the management of the Sri Baduga Museum which have been accumulated into the creation of several programs that support the use of the museum as a source of historical learning. The programs created include permanent exhibitions, contemporary exhibitions, traveling museums, educational activities and discussion seminars. Through this program, the museum involves visitors more in the role of observers of activities, so that it can be an assessment of the extent to which the educational service strategy created has succeeded in making the museum a source of historical learning. The program created is one of the efforts made to attract visitors, especially in educational circles. In order for the program created to run well, it must be accompanied by optimal services. Apart from creating educational programs, the management of the Sri Baduga Museum applies active learning methods with the concept of chronological layout of the museum. This can make it easier for visitors to understand the material and content available. Based on the results of this research, the Sri Baduga Museum has carried out its role and function in terms of conservation and its main vision as a source of education.

Keywords: Educational Services, Learning Resources, Sri Baduga Museum