

ABSTRAK

Perkembangan museum sebagai ruang publik kultural tidak lagi sebatas tempat penyimpanan dan pelestarian artefak, melainkan telah bertransformasi menjadi ruang edukatif dan rekreatif yang memungkinkan masyarakat mengalami kebudayaan secara langsung. Museum Jawa Tengah Ranggawarsita Semarang menyimpan beragam koleksi sejarah dan budaya, namun artefak pameran tersebut telah terlepas dari konteks sosial-budaya asalnya. Penelitian ini bertujuan untuk mengkaji bentuk praktik *edutainment* di Museum Ranggawarsita serta menganalisis bagaimana pengunjung menghayati pengalaman *edutainment* melalui interaksi dengan ruang pameran dan objek koleksi. Penelitian ini menggunakan pendekatan kualitatif dengan metode etnografi. Penentuan informan dilakukan secara *purposive sampling*, sedangkan data diperoleh melalui observasi partisipatif, wawancara mendalam, dokumentasi, dan studi literatur. Analisis data dipertajam dengan teori agensi seni (*art and agency*) dari Alfred Gell. Hasil penelitian menunjukkan bahwa objek koleksi berfungsi sebagai *index* yang memicu *abduction of agency* berupa perhatian, inferensi, dan interpretasi pengunjung. Untuk mengatasi terlepasnya objek dari konteks asalnya, pengelola museum bertindak sebagai *primary agent* yang menerapkan praktik *edutainment* melalui penataan ruang pameran, penciptaan *ambience*, ritme ruang, media audiovisual, dan layanan pemandu. Praktik ini memediasi objek (*secondary agent*) agar mampu membentuk pengalaman edukatif, rekreatif, dan kultural bagi pengunjung (*recipient*) dalam skema *art nexus*. Penelitian ini menyimpulkan bahwa *edutainment* bekerja sebagai strategi interpretatif yang menghidupkan kembali agensi objek dalam ruang museum.

Kata kunci: Agensi objek, Art Nexus, Edutainment, Museum Ranggawarsita, Pengalaman pengunjung.

ABSTRACT

The evolution of museums as cultural public spaces is no longer limited to the storage and preservation of artifacts; rather, they have transformed into educational and recreational spaces that allow the public to experience culture firsthand. The Ranggawarsita Museum of Central Java in Semarang houses a diverse collection of historical and cultural artifacts; however, these exhibited artifacts have been detached from their original sociocultural context. This study aims to examine the forms of edutainment practices at the Ranggawarsita Museum and to analyze how visitors engage with the edutainment experience through their interactions with the exhibition spaces and collection objects. This study employs a qualitative approach using ethnographic methods. Informants were selected through purposive sampling, while data were collected through participant observation, in-depth interviews, documentation, and a literature review. The data analysis is informed by Alfred Gell's theory of art and agency. The research findings indicate that collection objects function as indices that trigger an "abduction of agency" manifesting as visitors' attention, inferences, and interpretations. To address the detachment of objects from their original context, museum curators act as primary agents who implement edutainment practices through exhibition layout, the creation of ambiance, spatial rhythm, audiovisual media, and guided tours. These practices mediate the objects (secondary agents) so that they can shape educational, recreational, and cultural experiences for visitors (recipients) within the "art nexus" framework. This study concludes that edutainment functions as an interpretive strategy that revitalizes the agency of objects within the museum space.

Keywords: Object agency, Art Nexus, Edutainment, Ranggawarsita Museum, Visitor experience.