1. Introduction

The progress of the development of increasingly advanced and modern times lately greatly affects humans’ lives and needs. Various needs and information are very easy to access anywhere; the facilities and infrastructure needed are all available. With the various facilities to obtain information, many people are reluctant to try to do something. One of the impacts is that many people begin to dislike reading. This habit is one of the bad habits in this modern era. Many people finally find it easy to trust the information obtained before knowing the truth of the information due to a lack of interest in reading and finding out what really happened [1]. Starting from adult habits that eventually descend to children, many children ultimately prefer to play gadgets rather than reading and even less to socialize with peers. This is unfortunate because reading is a window to the world [2].

This also resulted in many museums or other educational vehicles that began to be ignored. People are reluctant to come to the museum because it has been facilitated with various information that is easily accessible via the internet or cellphone [3]. However, by coming to the museum, children and parents can get information and knowledge, see and imagine what is really happening, interact, and socialize with others. This can be seen from the understanding of the museum itself. It is an institution that intended for the public needs to collect and exhibit objects that are in accordance with the theme of the museum itself [3]. The museum has the aim to preserve an object and provide information and knowledge of the objects on display to its visitors. In addition to the education center/museum, education can also be used as a means of recreation. There are many museums in Jakarta, for example, the puppet museum, the kite museum, the national museum, and others [4]. However, there are still many people...
who do not appreciate and underestimate the museum. It is considered an ancient and boring place and is not suitable as a place for recreation. The public views the museum as one of the ancient places that are not maintained and are less attractive to visit [5]. One reason why people think like that because the buildings used is usually old buildings that make museums look old-fashioned. The display methods, circulation, as well as interior elements used in museums, do not support visitors to better communicate with museums [4]. This causes many museums that are less popular and known to the public. Because of this problem, the writer made the title ‘Interior Design of Indonesian Tale Museum’ as the title of the Final Project.

In this case, the ‘Tale Museum’ was chosen because Indonesia is the largest archipelago country with various ethnic and cultural diversity and traditions spread from Sabang to Merauke. It makes Indonesia has many folklores, such as legends, myths, fables, and others originating from almost all cities or islands in Indonesia. Fairy tales or folklore originating from Indonesia usually have their own moral meanings and messages that teach life values such as the tale of Bawang Merah dan Bawang Putih that teaches about good and evil, or Si Pitung that teaches in every mistake, there is goodness [6].

From folklore, also actually someone, especially children, can get a variety of knowledge and lessons such as moral values, customs, or traditions from an area, community culture, and others [6]. Fairy tales or folklore are heard or read through books of folklore or films. However, because of the development of the times, many children are increasingly losing interest in reading fairy tales until finally, many folk tales or stories originating from Indonesia begin to be forgotten [7]. Moreover, children know and love stories that come from abroad than from their own country.

Therefore, with the existence of this tale museum, it is hoped that the community begins to preserve Indonesian folklore by re-reading and introducing it to children. Besides, it is also expected to be able to change the public’s perspective of a museum as a means of recreation and boring information into a recreational facility, interactive, and fun [8].

The following formulation of the problem is based on the existing background: (1) How do you visualize stories from Indonesian fairy tales on a display or display plan? (2) How do you create a museum interior that can educate and entertain visitors through processing interior elements? (3) How to effectively create circulation within the museum so that visitors can easily get all the information provided?

This research was part of the interior design’s student final project. So, the research will be conducted in several museums in Jakarta, to obtain data and information directly from the source as a supporter of the design. The museums to be surveyed include the Indonesian Museum (TMII), the Puppet Museum (Jakarta), the Kite Museum (Jakarta), and the Bank Indonesia Museum (Jakarta).

However, several research limitations are: (1) internal data is examined, such as organizational structure, history, vision-mission, and operating hours of the museums surveyed. (2) The location survey is to observe by coming directly to the survey location to conduct analysis such as facilities, visitors, and managers. Then, analyzing the macro and micro from the location where the survey was conducted. Also, do not forget to take visual data, namely taking photos at the survey location to support the required data; and (3) Conduct interviews if indeed necessary to obtain data and information from the parties concerned.

2. Methodology

This research was conducted to add data needed to support design. This research was conducted with qualitative methods that produce descriptive and analytical data. The data generated consists of two types of data, namely primary data and secondary data. Here are some ways by the author to get the data:

Primary data. Primary data is data obtained directly from the source. Here are some ways by the author to get primary data:
Field Observation and Survey
This method is done by way of observation or reviews directly by coming to the field to obtain the required information in complete and detailed, like coming to museums and fairy tale communities [9]. The research is also conducted by observing the situation around the location, such as observing patterns of visitor and employee activities, the number of visitors also observing the environment around the location. The data obtained in the form of analysis are also photographs or documentation from the survey site. The survey was conducted at several museums in Jakarta, namely the Indonesian Museum (TMII), the Bank Indonesia Museum, the Puppet Museum, and the Kite Museum.

Interview
This method is done by asking directly to the source related to better understand deeply the information needed [9], for example, by interviewing parties involved in the museum, such as the museum's head, tour guides, and employees.

Second data
- Literature study
This method is done by collecting data derived from book references, internet magazines, and other media related to related problems that can help the design process [10]. For example, books on folklore, stories of the archipelago as well as books about the history of the museum, the arrangement of the museum, and also interior design books.

2.1. Design stages
The final project design process consists of several stages. Figure 1 shows the stages of designing the final project.

![Figure 1. Design Stage](Private Source, 2018)

The first thing to do in the design stage is to find or analyze the design background that will be done. It aims to find the reasons behind the design of this museum made. After completing the background design, the next step is to analyze the problems that want to find a solution from the design results. After getting the problem formulation from the design that will be made, the next step is data collection, aiming to support the design process. Data collection is done by qualitative methods that produce data that are primary and secondary. After that, the data collected will be analyzed and used as design support.
After the initial stages of the process are completed, the next step is to enter the design process stage. The first is the programming stage, which includes facilities activity programs, relationships between spaces, the proximity between spaces, and recapitulation, which will then be continued with the preparation of design concepts. The development of a design concept starts by making a layout plan tailored to the needs of activities and facilities that were previously created. After that, it will enter the design development process, namely the creation of working drawings and 3D designs. This 3D design will produce a final design that has realized the design concepts that have been made previously by applying material, color, and atmosphere to the design created.

3. Results and discussion

3.1. Basic design
The basic design is a basic idea of interior design taken through observation and observation in finding a common thread that can connect all the basic ideas of the museum concept [11].

The results of the basic ideas above produce a common thread that is Nature as the setting in which a story occurs. Nature here is used as a basic theme in interior design. The Nature theme was combined with a plot that would become a circulation path in the museum so that the concept of the museum became a story-telling museum.

![Figure 2. Mind Map](Private Source, 2018)

3.2. Design concept
From the basic results of the design, it is finally taken a design statement raised with a tagline 'Story from Nature'. It can be interpreted to mean storytelling through nature. The story here is visualized through the storyline's intrinsic elements: the plot or storyline, the plot took, is three main lines, namely the introduction flow, the conflict flow, and the resolution flow. These three channels will be a circulation path in one showroom theme where the showroom theme will be divided based on each story's type of content, namely Nature, Culture, and Morality. Each theme area will exhibit two types of stories; nature for legends and fables, culture for sage, and myth, while morality for parables. While nature here is virtualized into interior elements as the theme of the common thread that can connect all the stories on display. Nature here means something around us like animals and plants. Later the design concept that will be used will be adjusted again to the contents of the story on display to make it more
sustainable. Visitors are expected to be able to feel the contents of the story through experience when exploring the showroom area.

Figure 3. Mood Board of Kisah dari Alam (Story from Nature)
(Source: Private Source, 2018)

3.3. Image concept
The concept of the image here understands how a person or specifically here is a visitor to see and feel a thing about something. Thus, the concept of the image that wants to be generated in the concept of this museum is a natural concept that is calm but can also feel tense and lonely adjusted to the contents of the story on display. Visitors will experience the experience of display displays on display.

Figure 4. Space Image
(Source: Private Source, 2018)
3.4. **Shape concept**

The form that will be used in the design of this museum is a variation between geometric, organic, and abstract shapes that will be applied to interior elements such as floors, walls, ceilings, and others. The use of these forms will be adjusted to the theme of the story's content to better support the theme of interior concepts used. So that the content of the story that is wanted to tell is more conveyed. Geometric shapes will be more common in the Nature area, such as curved shapes inspired by water shapes and leaf shapes inspired by the trees. Then the organic shapes that will be more in the culture area, such as the shape of the box, lines, and others, are inspired by the shape of the trees' line in the forest. Then the last is the abstract form. The abstract form here will be more an additional form to adjust to the final theme of space, morality. So, the abstract form here will be combined with organic shapes or geometric shapes.

![Figure 5. Perspective](Source: Private Source, 2018)

3.5. **Material concept**

In accordance with the concept of ‘Story from Nature’, the material used in this museum’s design is the materials that have textures such as the use of synthetic grass, which is applied to walls, floors, and ceilings. In addition to using the material due to its function and color, it is used environment-friendly material, for example, Phomi. In addition, other materials such as wood, natural stone ceramics, concrete walls, and carpets are also used in the design of this museum.

![Figure 6. Perspective](Source: Private Source, 2018)
3.6. **Color concept**

The colors used in the room in the museum will be adjusted to the theme of the story content exhibited specifically for showrooms. In contrast, other spaces that are not bound by the story content will combine more dominant colors. The dominant colors taken from nature are green, brown, black, and gray. Red and yellow colors will be used as accent colors.

3.7. **Furniture Concept**

The use of furniture in this museum's design will prioritize more functional than aesthetic because the main target of visitors is children. So, it starts from the shape, color to the material must focus on children.

3.8. **Lighting Concept**

The main lighting system used is artificial lighting because natural lighting is not too supportive for use in museums. The artificial lighting used is general lighting using led downlights as the main light. In addition, to do the night lights, there are also spotlights, pendant lamps, and also hidden lig

4. **Conclusions**

The Indonesian Tale Museum is a museum that exhibits various folklore or fairy tales coming from several regions in Indonesia. The design of this museum aims to create an educational and recreational facility in Jakarta for children related to fairy tales. Creating museums with new and different concepts to eliminate the perspective of an ancient while also aiming to raise and preserve fairy tales or stories Indonesian native people are starting to be forgotten. This fairytale museum has the concept of a storytelling museum where the museum has a circulation path that can make visitors follow the storyline of the story on display. The museum consists of several areas on the 1st floor as the main floor, the first being a window and locker. The Introduction area, which is as the name, suggests an introduction area about folklore before entering the exhibition room. The exhibition area is divided into three areas: the nature area, culture area, and morality area, divided based on the theme of the story on display. Then there is an audiovisual room, a fairytale space that is a children's playroom, as well as a mini-library. Also, the last is the merchandise shop.

By raising the concept of "Story from Nature", this concept can be interpreted, namely storytelling from nature. Stories or stories here are visualized into the circulation flow in the museum, where visitors will be invited to tour the stories exhibited based on the existing storylines. Nature is used as an interior theme in the museum because nature can become a common thread that unites various story concepts into a single entity. Besides that, nature is also taken because based on the story's setting that occurs in a story that must occur or comes from nature. To support the natural theme in the museum, the museum's interior concept is also adjusted to the story on display. The nature theme is visualized in the form of the atmosphere, which is implemented through the use of raw or raw materials such as rough-textured walls, terracotta-colored ceramics, and synthetic grass. Apart from the material, the use of shapes and colors in this concept is based on nature by using green and brown colors as the dominant colors from the forest. Also, the use of organic forms is taken from the shape of leaves or trees, which then developed back into forms of furniture or accessories in the interior that can add to the natural atmosphere in the museum.

The concept of this museum is also made different from other museum concepts, namely an interactive museum where visitors who come not only come to see the items on display but can also interact and be active in an exhibition. As an example, there are several interactive panels, touch screens, and other multimedia. With this concept, it is hoped that the design of the Indonesian fairy tale museum can be a new wind in the museum world in Indonesia. Furthermore, it can help change Indonesian people's perspective towards a museum for the better and introduce native Indonesian folklore to a broad audience.
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