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**Internship program to improve student competence in managing the Gedung Sate Museum**

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**ABSTRACT**

Technological developments have accelerated, accompanied by digital transformation across various sectors. This compels individuals to continually adapt by improving their skills to meet workplace needs. The implementation of community service through internships aims to facilitate students' application of what they have learned during their studies. This community service is implemented through the Penguatan Pengalaman Profesional Non-Kependidikan (P3NK) program, organized by the university, to enhance students' competencies and gain work experience outside the campus. In this activity, the P3NK program is implemented by training students to become educators and museum receptionists, to introduce visitors to audiovisual rooms, and to create Instagram captions for each post. The implementation of this activity has proceeded smoothly, with effective coordination and communication between the museum and the interns. This internship is an important step for students to apply the knowledge they have learned on campus while simultaneously playing an active role in preserving local history and culture.

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**ABSTRAK**

Perkembangan teknologi saat ini telah meningkat dengan pesat diiringi dengan transformasi digital di berbagai sektor. Hal ini memaksa setiap individu untuk dapat seseorang untuk terus beradaptasi dengan meningkatkan kemampuan yang dimiliki sesuai dengan kebutuhan dalam dunia kerja. Pelaksanaan pengabdian melalui kegiatan magang bertujuan untuk memfasilitasi mahasiswa dalam melakukan atau mempraktekkan apa yang telah dipelajarinya selama di bangku perkuliahan. Metode pelaksanaan pengabdian ini melalui program Penguatan Pengalaman Profesional Non-Kependidikan (P3NK) yang diselenggarakan oleh universitas untuk meningkatkan kompetensi mahasiswa dan mendapatkan pengalaman kerja di luar kampus. Pada kegiatan ini pelaksanaan program P3NK dilakukan dengan melatih mahasiswa menjadi edukator, resepsionis kunjungan museum, perkenalan ruangan audio visua kepada pengunjung, dan pembuatan caption instagram pada setiap unggahannya. Pelaksanaan kegiatan ini telah berjalan dengan baik dengan adanya koordinasi dan komunikasi yang lancar antara pihak museum dan peserta magang pada setiap kegiatannya. Pelaksanaan magang ini menjadi langkah penting bagi mahasiswa untuk mengaplikasikan ilmu yang telah dipelajari di kampus sekaligus berperan aktif dalam pelestarian sejarah dan budaya lokal.

**Kata Kunci:** kompetensi; magang; museum

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## INTRODUCTION

Current technological developments have accelerated rapidly, accompanied by digital transformation across various sectors. This situation requires individuals to continuously adapt by enhancing their competencies in accordance with workplace demands. Within the educational environment, particularly at the university level, institutions must be capable of preparing students' competencies before they enter the workforce (Masril *et al.*, 2021; Ria & Zainuddin, 2019). Universitas Pendidikan Indonesia has implemented these competencies through the Penguatan Pengalaman Profesional Non-Kependidikan (P3NK) program. This program is conducted as preparatory training for students to gain work experience through internship placements. The selection of internship locations is aligned with students' academic focus. In alignment with the Library and Information Science major, there are courses related to museums. A museum is an institution that preserves various historical collections intended for public education and recreation (Irawan *et al.*, 2022). To implement the knowledge acquired during their academic studies, students undertake internships at the Gedung Sate Museum.

The Gedung Sate Museum is one of the important cultural and historical icons in the City of Bandung (Hidayat *et al.*, 2024). As a center for education and conservation, this museum not only serves as a repository for various historical collections but also functions as a medium for introducing the public to the historical and architectural values inherent in Gedung Sate (Khaldia & Kemala, 2024). In the context of cultural preservation, the Gedung Sate Museum serves as a center of historical literacy that helps the public better understand and appreciate the nation's cultural heritage. As a modern museum, the Gedung Sate Museum is equipped with interactive technology and various educational facilities that support visual and experiential learning processes (Nazhar & Rosid, 2020).

The Gedung Sate Museum is not only a historical tourism destination but also offers a range of educational programs designed to enhance visitors' historical awareness and cultural identity. Previous research indicates that the Gedung Sate Museum is a tourist destination that plays a significant role in enhancing the image of the City of Bandung and is rich in historical and cultural value (Suminar *et al.*, 2024). The Gedung Sate Museum has established an appealing concept, with a range of facilities and program activities, making it an iconic tourist destination in the City of Bandung.

The internship at the Gedung Sate Museum serves as an opportunity to learn various aspects of museum management. During the internship, numerous aspects of museum management are studied, including serving as an educator. Educators are responsible for guiding museum visitors in understanding the history of Gedung Sate. In addition, they assist in directing and explaining the collections owned by the Gedung Sate Museum. The implementation of community service through internship activities aims to facilitate students' application and practice of what they have learned during their academic studies. As stated in the Internship Guidelines of the Library and Information Science Study Program, through the implementation of internships, students gain direct experience through practical engagement in accordance with the conditions of the respective institution, obtain experience in assisting the implementation of institutional head policies related to the developed institutional programs, and acquire experience in organizational management within the institution. This article examines the implementation of the P3NK program at the Gedung Sate Museum, an information institution. The results of this article provide an overview of students' implementation of P3NK and may serve as recommendations for future activities for both the Gedung Sate Museum and other internship students.

## Literature Review

### Museum

A museum is an institution that preserves collections of tangible evidence from the past. Museums are institutions that continually adapt and evolve in response to societal change. The development of museums is undertaken to make them more attractive and more readily accepted by the public (Murdiastomo *et al.*, 2023). Museums can serve as tourist attractions and as learning resources for educators. Museums preserve diverse ancient collections that can serve as sources of information on historical heritage across different periods (Prasetyo *et al.*, 2021).

The presence of museums also reflects the essence of preservation in maintaining history, traditions, and culture. Over time, museum presentations continue to be updated and adapted to current technological developments. Museums are designed to be more engaging and Instagrammable. This is intended to prevent museums from appearing monotonous and to ensure diverse segments of society can enjoy them. The digital transformation of museums does not aim to eliminate the essence of historical heritage. Rather, these changes aim to present various collections in digital formats to enhance engagement and visual dynamism (Istina, 2022; Nugraha *et al.*, 2025). The utilization of contemporary technology supports all sectors in adapting to digital transformation (Ramadhan *et al.*, 2025).

### Competence

Competence refers to the knowledge and skills possessed by an individual in contributing to an organization or institution. Under Law Number 13 of 2003 concerning Manpower, competence is defined as an individual's work ability, encompassing knowledge, work attitudes, and skills, in accordance with established standards. An individual's knowledge can be observed through their mastery of information. Meanwhile, skills refer to an individual's ability to practically apply the theories they have understood (Qatrunnada *et al.*, 2022). To adapt to the work environment, attitude becomes an essential aspect in social interaction with colleagues (Ilham, 2024). Therefore, competence can be understood as an individual's ability to perform assigned tasks, drawing on established attitudes, knowledge, and skills.

In practice, an individual's competence will continue to develop over time. Experience serves as the foundation for enhancing one's abilities, insights, and professional attitudes (Suciati & Deswarta, 2024). Each occupation has different methods and practices for completing assigned tasks. Likewise, every work environment has its own organizational culture, requiring individuals to adjust accordingly (Azzahra & Samatan, 2024). Through these experiences, individuals are required to learn and adapt to the workflow in each workplace continuously.

## METHODS

This community service was implemented through the Penguatan Pengalaman Profesional Non-Kependidikan (P3NK) program organized by the university to enhance students' competencies and provide work experience off campus. This activity was conducted through three (3) stages: pre-implementation, implementation, and post-implementation.

The pre-implementation stage aimed to understand the characteristics and conditions, and to provide a general overview, in order to plan programs and activities for one internship period at the Gedung Sate Museum. The pre-implementation activities took place from 22 November to 26 November 2024 and were divided into two phases: internship preparation (8–14 October 2024) and internship commencement (26 November 2024). The pre-implementation activities were conducted by submitting official letters and a survey on internship permits to the Badan Kesatuan Bangsa dan Politik (Kesbangpol) Jawa Barat, followed

by submitting the reply letter to the Biro Umum Setda Jawa Barat. The first day of the internship program began on 26 November 2024. The activities included an official reception and an in-depth observation of the Gedung Sate Museum's conditions and characteristics.

The internship activities were carried out every Tuesday–Sunday from 09.00 to 16.00 WIB. The internship period was conducted from 26 November 2024 to 24 January 2025. During the internship, the primary assignment was to serve as an educator at the Gedung Sate Museum, with the primary responsibility of explaining the building's history, architecture, and functions to visitors. Furthermore, the intern was assigned as a museum visit receptionist, providing information on visitation regulations, museum facilities (e.g., exhibition rooms), and operating hours. The intern also assisted in directing visitors to the audiovisual facilities that present historical narratives, thereby making the information delivered more varied and comprehensive. In terms of promotional marketing, the Gedung Sate Museum utilizes social media, and the intern contributed by creating engaging and informative captions.

The post-implementation activity consisted of a seminar presenting the internship results, held on Friday, 24 January 2025. The presentation discussed the duties and achievements accomplished during the internship at Gedung Sate. The internship results seminar was held directly at the Gedung Sate Museum. The seminar activities included preparing a written report and delivering a comprehensive presentation of the overall internship outcomes over 40 working days. The seminar was attended by the parties involved, including the academic supervisor, the museum director, and the mentor.

## **RESULTS AND DISCUSSION**

### **Museum Educator**

During the internship as a museum educator at the Gedung Sate Museum, numerous activities were implemented to support the delivery of information to visitors. The primary responsibility was to provide explanations of the history of Gedung Sate, beginning with its construction, its distinctive architectural features, and its role in the development of governance in West Java. Educators are responsible for guiding visitors during museum tours and engagingly explaining each collection (Juwita *et al.*, 2020). The collections explained include a scale model of Gedung Sate, the building materials used in its construction, and interactive technologies that assist visitors in gaining a deeper understanding of its history. Educators also play a crucial role in ensuring that the information delivered is accurate, historically accurate, and easily understood by visitors of various age groups, including schoolchildren. In addition, educators support the museum's role in presenting information about the collection through the Edu-Tourism concept (Fauzi *et al.*, 2016).

During the tour sessions, educators strive to create a welcoming atmosphere that encourages interaction. In addition to delivering explanations, educators frequently invite visitors to engage in discussions and ask questions about topics that interest them (Karnezou & Kariotoglou, 2022). This approach helps visitors feel more involved and enhances their understanding of the museum. Furthermore, educators adapt their explanations according to different audiences (Adityaji *et al.*, 2025). For younger visitors, educators tend to employ a more interactive approach, utilizing visual aids and engaging storytelling to facilitate comprehension. Meanwhile, for adult visitors, educators provide more detailed explanations related to Gedung Sate. Through this approach, educators can effectively reach diverse groups of visitors.

Through this internship, educators not only learned to deliver information effectively but also gained valuable experience interacting with diverse audiences. This experience enhanced communication and presentation skills and deepened historical understanding, while also benefiting visitors by providing information more effectively and enjoyably.

## **Museum Visit Receptionist**

Another activity undertaken during the internship was assisting at the reception desk. As a receptionist at the Gedung Sate Museum, my primary role was to welcome visitors and provide initial information to ensure a smooth visit. The receptionist is responsible for recording visitor data, including the number of participants and their place of origin, and for providing a brief explanation of visitation regulations, operating hours, and the facilities available at the museum (Haryati *et al.*, 2024). In addition, the receptionist plays an important role in providing information about the museum's collections, including which exhibition rooms are open for visitation and other supporting facilities. The receptionist explains the appropriate visitation route to ensure visitors can complete the museum tour comfortably and without confusion.

The receptionist is also responsible for responding to visitors' inquiries, whether regarding the history of Gedung Sate, the exhibited collections, or special events organized by the museum. To ensure that visitors receive comprehensive information, the receptionist collaborates with educators and other museum staff. Furthermore, the receptionist monitors newly arrived visitors, ensures that they feel warmly welcomed, and provides necessary assistance, such as explaining the location of exhibition rooms (Widiyastuti & Ningrum, 2025).

During the internship, the experience gained was highly valuable, particularly in customer service, visitor data management, and communication skills. The receptionist also plays a role in maintaining a comfortable and welcoming museum atmosphere for visitors from diverse backgrounds (Susetyo *et al.*, 2024). This experience contributes to the development of interpersonal skills and the ability to manage various situations that may arise during visits. In this way, the receptionist makes an important contribution to creating an enjoyable and educational experience for every visitor to the Gedung Sate Museum, ensuring that they feel appreciated and have a memorable visit.

## **Audio Visual**

To support visitor education, the Gedung Sate Museum provides an audiovisual room that screens films about the history of Gedung Sate (Khaldia & Kemala, 2025; Sinaga & Perdana, 2025). The audiovisual room is located in an enclosed area; therefore, one of the internship responsibilities was to assist and direct visitors to the audiovisual room. This activity aims to enhance visitors' museum experience by periodically viewing the historical development of Gedung Sate. The activity begins by inviting visitors to watch a documentary film on the historical development of Gedung Sate across different periods. After visitors enter the audiovisual room, a brief explanation is provided regarding the content or theme to be presented, the duration of the film screening, and general guidelines to maintain shared comfort. This facility assists visitors in understanding the history of the Gedung Sate Museum in a more engaging format (Perdana & Sinaga, 2024).

## **Creation of Museum Instagram Captions**

Furthermore, given the ease of information dissemination via social media, one of the assigned tasks was to compose captions for the official Instagram account of the Gedung Sate Museum. This task involved creating engaging and informative texts for each post, intended to introduce the museum's collections, inform audiences about the latest events or exhibitions, convey greetings for national/international commemorative days, and educate followers about the history of Gedung Sate.

The caption-writing process was designed with consideration for a younger, more socially active audience (Akhwan *et al.*, 2025; Savitri *et al.*, 2025). Therefore, the language style had to be engaging and easily understood while still conveying accurate information aligned with the museum's theme (Saputro *et al.*, 2024). *The captions created were not merely brief descriptions of images, but also functioned to encourage followers to interact, for example, by including questions or invitations to visit the museum. In addition, the captions were complemented by relevant hashtags to facilitate discovery by a broader audience* (Nasution *et al.*, 2025; Sandi & Wijaya, 2025). The appropriate use of hashtags also increases the visibility and reach of the museum's posts, thereby attracting more visitors to the museum directly.

Through this experience, the internship in the caption-writing division provided an opportunity to learn more about digital marketing strategies, social media communication, and creative approaches to delivering information that is not only informative but also encourages interaction from followers. This is highly beneficial in introducing the museum to a wider public, particularly younger generations who are more active on platforms such as Instagram.

Overall, the implementation of the internship program proceeded well. No significant obstacles were encountered during the internship period. This indicates that the management of the Gedung Sate Museum is well organized and well structured. Each individual has been assigned specific responsibilities and maintains a visitor-oriented approach. The smooth execution of all activities was supported by effective coordination and communication between the museum management and the internship participants.

## **Discussion**

The implementation of internship activities within an institution serves as an initial representation for students before entering the professional workforce. During the internship, students are entrusted with responsibilities and trained to develop discipline in completing assigned tasks. Throughout their academic studies, students predominantly acquire theoretical knowledge related to their field of study. However, upon entering the professional environment, they experience direct, practical engagement, during which challenges and obstacles arise that shape their ability to think critically when formulating solutions. The implementation of this internship constitutes a form of student community service in applying the knowledge gained during their academic period. Students also acquire substantial new knowledge when directly engaged in fieldwork.

During the internship at the Gedung Sate Museum Bandung, students gained extensive new insights and enhanced their ability to interact with new individuals. As is well known, a museum is an institution that provides information services to the public, particularly to visitors (Tupan & Djaenudin, 2022). As educators, we must remain prepared to provide visitors with explanations about the Gedung Sate Museum. This role fosters communication skills and the ability to deliver explanations that visitors easily understand. Previous research indicates that communication is the most effective medium for conveying information (Gonie & Lesnussa, 2024).

Other roles undertaken during the museum internship include serving as a receptionist, which provides training in welcoming newly arrived visitors and delivering clear information related to the Gedung Sate Museum. The receptionist role also develops skills in compiling and recording daily visitor data at the Gedung Sate Museum. Routine documentation provides real-time visitor data, thereby enhancing service quality and the visitor experience. Furthermore, monitoring visitors at the reception desk can provide observational data to inform future improvements to museum services (Yang *et al.*, 2023; Yi *et al.*, 2022).

The audiovisual room serves as an informative space and a primary resource for visitors seeking to learn about various aspects of the Gedung Sate Museum. The activity in this context involved assisting and

directing visitors into the audiovisual room. To provide clear directions, students were required to thoroughly understand and memorize the spatial layout of each room in the Gedung Sate Museum. Spatial arrangement is an essential consideration that must be carefully addressed to enable visitors to access all provided facilities (Alindi & Safeyah, 2026).

Furthermore, rapid dissemination of information can be achieved through social media. Currently, social media is widely used by various institutions as a promotional and marketing medium to highlight their distinctive advantages. Through hashtags and social media algorithms, videos can go viral, prompting audiences to react and comment. Through these algorithms, content creators can reach specific demographic segments based on the content displayed (Setyawan, 2024).

Through various activities, this internship experience not only provided an understanding of how a museum operates but also contributed to the development of skills such as time management, interpersonal communication, and teamwork in a professional work environment. Through interactions with the staff of the Gedung Sate Museum and its visitors, students gained deeper insights into public interest in local history. They simultaneously developed a stronger awareness of the important role of museums in public education.

## **CONCLUSION**

The internship at the Gedung Sate Museum provided students with valuable experience in understanding museum management and contributing to its operational activities. As educators, students were responsible for guiding visitors by explaining the history, architecture, and museum collections engagingly and educationally. This activity not only enhanced communication skills but also enriched students' understanding of the importance of preserving local history and culture. In addition, as receptionists, students welcomed visitors, provided service-related information, recorded visitor data, and ensured their comfort throughout the visit. This role effectively strengthened interpersonal and service-oriented skills.

On the other hand, students were also involved in museum promotional activities through the creation of social media content. They were tasked with composing engaging and informative descriptions for Instagram posts to increase the museum's appeal among the public, particularly younger audiences. Through this process, students learned effective digital marketing strategies and online communication techniques. Moreover, the use of documentary films in the audiovisual room became an essential component of the educational experience for visitors. Students assisted in ensuring that the film screenings ran smoothly and provided contextual information to visitors prior to the screening.

This internship experience yielded mutually beneficial outcomes. Students gained direct exposure to the professional world, refined their practical skills, and enhanced their readiness to enter the field of library and information science. Meanwhile, the Gedung Sate Museum received support in various operational and promotional aspects, which contributed to improving public services. This internship represents an important step for students in applying the knowledge acquired during their academic studies while actively participating in the preservation of local history and culture.

## **AUTHOR'S NOTE**

The author declares that there is no conflict of interest regarding the publication of this article. The author affirms that the data and content of this article are free from plagiarism.

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