



The role of interns in optimizing visitor services at Museum Gedung Sate

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ABSTRACT

As historical and cultural icons, museums play an important role in preserving and disseminating the nation's heritage. This community service study aims to examine the role of interns in optimizing visitor services at Museum Gedung Sate in Bandung. The study focuses on the contributions of interns to enhancing visitor experiences through educational activities, social media management, and the use of interactive technology in museum settings. A qualitative case study approach was employed, involving interviews and observations of museum staff, interns, and visitors. Data were collected from interns and visitors who interacted directly with them during museum activities. The findings indicate that interns play a significant role in improving visitor engagement through guided tours, informative explanations, creative social media content, and the application of technologies such as augmented reality. The use of social media by interns proved effective in attracting younger audiences and increasing the museum's visibility. The study concludes that a well-structured internship program can enhance museum services and provide mutual benefits for both interns and visitors, while also highlighting the importance of technological training in museum management.

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ABSTRAK

Sebagai salah satu ikon sejarah dan budaya, museum memainkan peran penting dalam pelestarian dan pengenalan nilai sejarah bangsa. Pengabdian ini bertujuan untuk menggalakan peran pemegang dalam mengoptimalkan layanan pengunjung di Museum Gedung Sate, Bandung. Isu yang diteliti berkaitan dengan kontribusi pemegang dalam meningkatkan pengalaman pengunjung melalui edukasi, pengelolaan media sosial, dan penggunaan teknologi interaktif di museum. Metode yang digunakan adalah kualitatif dengan pendekatan studi kasus, yang melibatkan wawancara dan observasi terhadap pemegang dan pengunjung museum. Data dikumpulkan dari partisipan yang terdiri dari pemegang serta pengunjung yang berinteraksi dengan mereka selama masa magang. Temuan pengabdian menunjukkan bahwa pemegang memiliki peran penting dalam meningkatkan interaksi dengan pengunjung melalui tur edukasi, pengelolaan media sosial, dan penerapan teknologi seperti augmented reality. Temuan ini juga mengungkapkan bahwa penggunaan media sosial secara kreatif oleh pemegang berhasil meningkatkan keterlibatan audiens muda dan memperluas visibilitas museum. Kesimpulan dari pengabdian ini menyarankan bahwa program magang yang terstruktur dapat meningkatkan kualitas layanan museum, serta memberikan manfaat signifikan bagi pemegang dan pengunjung. Implikasi praktis dari pengabdian ini adalah pentingnya pelatihan teknologi bagi pemegang untuk memaksimalkan kontribusi mereka dalam pengelolaan museum. Pengabdian ini juga membuka peluang untuk penelitian lebih lanjut mengenai pelatihan pemegang dan pengelolaan teknologi dalam konteks museum.

Kata Kunci: layanan pengunjung; media sosial; Museum Gedung Sate; pendidikan museum; teknologi interaktif

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INTRODUCTION

Museum Gedung Sate, as one of the historical and cultural icons in the City of Bandung, plays a highly significant role in the preservation and dissemination of the nation's historical values. A museum does not merely function as a repository for historical collections but also as an educational center that connects the public with cultural heritage (Abd El Wareath, 2022; Corona, 2025). As part of cultural preservation efforts, museums offer interactive learning experiences through various modern technologies, enabling visitors to explore history in a more in-depth and engaging manner (Elsakhry, 2025; Hassan *et al.*, 2025). Museum Gedung Sate also plays an important role in raising historical awareness and introducing the broader community to architecture and civil engineering. In this regard, the presence of interns is significant, as they can participate in a more interactive learning process and contribute to the optimization of visitor services.

An internship at Museum Gedung Sate constitutes a valuable experience for university students, as it not only allows them to apply the knowledge acquired during their academic studies but also provides opportunities to contribute directly to the museum's operational activities. Through this internship program, students can develop skills in communication, time management, and information management that are essential in the professional world. On the other hand, the museum also gains considerable benefits from the interns' contributions, particularly in visitor services and activity management. Therefore, this community service initiative aims to explore further the role of interns in optimizing visitor services at Museum Gedung Sate and to examine how their contributions can positively impact overall museum management.

Several previous studies have indicated that interns in educational and cultural institutions can positively influence management practices and visitor interactions (Hora *et al.*, 2024; Nguyen *et al.*, 2023; Park & Jones, 2021). However, few studies specifically examine the role of interns in museum contexts, particularly in enhancing visitor experience, collection management, and museum promotion through social media. This research gap serves as the point of departure for this community service study, which comprehensively analyzes the role of interns at Museum Gedung Sate in optimizing visitor services. One aspect that warrants further exploration is how interns can enhance visitor experiences by using the museum's interactive technologies. In addition, another aspect that warrants examination is how interns participate in administrative and communication tasks, such as managing visitor data and creating social media content that can increase visitor engagement.

The purpose of this article is to describe how interns can assist in optimizing visitor services at Museum Gedung Sate and to identify the factors that influence the effectiveness of their contributions during the internship learning process. It is expected that the findings of this article may serve as a reference for other museums in managing more effective internship programs that generate positive impacts for visitors.

Literature Review

Museum Management

Museum management does not merely involve the preservation of collections; it also encompasses human resource management and visitor interactions. Modern museum management requires a more dynamic approach that integrates technology with traditional methods to enhance visitor engagement (Lu *et al.*, 2023). Museums function not only as repositories of artifacts but also as educational institutions responsible for disseminating knowledge to the public through various media (Benjamin &

McLean, 2022; González-Herrera *et al.*, 2023; Hansson & Öhman, 2022; Najda-Janoszka & Sawczuk, 2021).

The management of museum human resources, particularly in facilitating educational programs and visitor services, is crucial. Educators, receptionists, and other staff members play an essential role in creating a comprehensive and memorable visitor experience (Kapa *et al.*, 2022; Sudiarta *et al.*, 2025; Yousofi *et al.*, 2024). Visitor experience is a key factor in increasing visitor participation and satisfaction. The museum visitor experience can be categorized into three primary dimensions: physical, social, and cognitive (Çolak & Karakan, 2024). The physical dimension concerns the museum's physical environment, including its collections and facilities, whereas the social dimension concerns interactions between visitors and museum staff. The cognitive dimension encompasses the knowledge acquired by visitors during their visit.

The Use of Social Media in Museum Promotion

Social media plays a significant role in enhancing museum engagement and visibility. It can broaden audience reach, particularly through platforms such as Instagram, which are widely used by younger generations (Hadiapurwa *et al.*, 2023; Hendrickx, 2023). Museums worldwide, including Museum Gedung Sate, have increasingly utilized social media to promote collections, educational programs, and special events. The creation of engaging content, such as informative captions and the strategic use of hashtags, can increase audience interaction and encourage more visitors to attend. In this community service initiative, student interns' contributions to developing social media content are vital to supporting a more effective and creative museum promotion strategy.

Social media enables museums to interact directly with visitors, collect real-time feedback, and build a loyal visitor community. The implementation of social media also introduces a new approach to cultural marketing, whereby museums are no longer confined to physical spaces but can reach global audiences instantly (Bilgihan & Ricci, 2024; Handoko & Nugroho, 2024; Kyprianos & Kontou, 2023). By utilizing interactive features such as polls, quizzes, or live broadcasts, museums can create more immersive and personalized experiences for visitors, thereby enhancing awareness and appreciation of collections and organized activities (Douros *et al.*, 2023; Simone *et al.*, 2021). The use of social media is not merely a promotional tool but also a platform that strengthens the relationship between museums and their visitors and serves as a more inclusive and comprehensive medium for education.

METHODS

In this community service initiative, a qualitative case study approach was employed to provide practical contributions to the management and promotion of Museum Gedung Sate (Assyakurrohim *et al.*, 2022). This initiative was designed to examine the museum's operational activities, facilitate visitors, and enhance their understanding of the history and cultural significance of Gedung Sate through various educational methods and interactive technologies. The stages and analysis of the community service activities conducted during the internship are described as follows.

1. Preparation Stage (Pre-Implementation)

At the initial stage, the activities began with the submission of the internship permit letter and a site survey in October 2024. The purpose of this stage was to understand the institutional characteristics and identify the facilities available at Museum Gedung Sate, thereby enabling proper planning of the internship activities. This stage also involved discussions with relevant museum personnel to

determine the internship job descriptions and to ensure that all parties understood the objectives and administrative procedures to be followed. The internship socialization process was conducted to ensure mutual agreement and shared understanding, and to confirm the readiness of all stakeholders to support the successful implementation of the community service initiative.

2. Implementation Stage

The internship was conducted from November 26, 2024, to January 24, 2025. The primary activities carried out during the internship included serving as a museum educator, receptionist, and visual content manager. As a museum educator, the intern's primary responsibility was to explain the history and collections of Gedung Sate to visitors through guided museum tours and to help visitors understand the interactive collections available in the museum. The intern also served as a receptionist, welcoming visitors, guiding them, and providing basic information about the museum, including visitation rules, available facilities, and other essential details. In addition, the intern was involved in managing social media content, including creating engaging Instagram captions to promote museum collections and introduce ongoing educational programs. All of these activities were intended to create an enjoyable, engaging, and educational experience for visitors and to promote Museum Gedung Sate to a broader audience.

3. Implementation Methods

The implementation methods employed in this community service activity included direct educational approaches through guided museum tours and interactive technologies that supported visitors in understanding the material in a more engaging and in-depth manner. The utilization of social media also served as an effective tool for introducing the museum and its activities to a wider audience. Through this approach, the museum expanded its reach and significantly increased visitation.

RESULTS AND DISCUSSION

The implementation of the internship at Museum Gedung Sate resulted in various measurable achievements, both in terms of the quality of educational services provided to visitors and their impact on public understanding of the history of Gedung Sate, as well as the museum's operations. Fundamentally, this internship program aimed to enhance visitor engagement with the museum's collections and to provide an enjoyable and engaging educational experience. The following section presents a detailed description of the outcomes achieved during the internship program.

Role as Educator and Receptionist

During the internship program, the intern served as an educator at Museum Gedung Sate, guiding visitor tours (**Figure 1**) and providing in-depth explanations regarding the history of Gedung Sate, the museum's collections, and the application of interactive technologies such as Augmented Reality (AR) and documentary videos. The primary responsibility of an educator is to ensure that the information delivered can be understood effectively by visitors from diverse age groups and backgrounds. The use of interactive media proved to be highly effective in attracting visitors' attention, particularly among younger audiences who are more accustomed to technology. By using these technologies, the intern enhanced visitor engagement during educational tours, as evidenced by increased tour participation and positive visitor feedback.



Figure 1. Documentation of the Role as Educator and Receptionist
Source: Documentation, 2024

In addition to serving as an educator, the intern also served as a receptionist (**Figure 1**), with the primary responsibility of welcoming visitors, providing museum information, and recording visitor data for administrative purposes. As a receptionist, the intern played an essential role in creating a positive first impression for visitors. This experience enriched the intern's interpersonal communication skills and deepened the intern's understanding of the importance of friendly and efficient customer service in enhancing visitor comfort. Through this responsibility, the intern recognized that effective receptionist services significantly influence the overall visitor experience at the museum.

Social Media Management and Content Creation

As part of the internship activities, the intern was directly involved in managing the social media accounts of Museum Gedung Sate, particularly in composing engaging and informative Instagram captions (see **Figure 2**). The purpose of this content creation was to introduce the museum, disseminate information regarding ongoing programs, and educate audiences about the history of Gedung Sate in an engaging and accessible manner. The intern employed language that was simple yet informative, tailored to a younger audience that is active on social media platforms. Through this approach, the intern successfully increased the engagement rate of the museum's Instagram posts. This was reflected in the increase in likes, comments, and shares per post, indicating that the audience responded positively to the content.



Figure 2. Social Media Management Content
Source: Documentation, 2024

The increase in social media interaction demonstrates that promotion through digital platforms can significantly enhance the museum's visibility. The appropriate use of social media not only helps introduce museum collections but also enables the institution to reach a broader audience, particularly younger generations who are more active in digital environments. The success in improving Instagram engagement underscores the importance of implementing effective social media marketing strategies to attract new visitors and maintain relationships with existing audiences.

Audio-Visual and Interactive Technology Management

During this internship, the intern also assisted in managing the museum's audiovisual room, as shown in **Figure 3**, which plays an important role in providing a more in-depth educational experience for visitors.

The intern's responsibility was to ensure that visitors could access documentary films on the historical development of Gedung Sate and to provide explanations of the content to be screened. The use of interactive technologies, such as Augmented Reality (AR) and documentary videos, significantly attracted visitors' attention and delivered a more immersive experience. Visitors to the documentary screenings reported feeling better informed about the history of Gedung Sate, suggesting that visual media are effective at conveying historical information in an engaging and easily comprehensible manner.



Figure 3. Audio-Visual and Interactive Technology Management
Source: Documentation, 2024

The use of interactive technology also introduced a new dimension to the delivery of historical information, no longer limited to text or static images. This approach demonstrably enriched the visitor experience, particularly for those who prefer visual learning methods. The increasing interest of visitors in the museum's collections and the history of Gedung Sate was reflected in the growing number of visitors who chose to visit the audio-visual room during the internship period. This finding reinforces that the implementation of interactive technology constitutes a highly effective strategy for enhancing the quality of visitor experience in museums.

Evaluation and Contribution to the Museum

Overall, this internship program made a significant contribution to the operational activities of Museum Gedung Sate. The intern successfully enhanced visitor engagement through more intensive interactions during educational tours and social media content creation, while also improving the quality of visitor services. By using interactive technologies and social media, the intern helped the museum present the history of Gedung Sate in a more engaging and accessible manner to a broader audience. The recorded increases in visitor numbers and visitor satisfaction indicate that this internship program had a positive impact on the museum's operations and promotional efforts.

The internship also enriched the intern's practical skills in museum management, visitor services, and professional communication. With the experience gained, the intern felt better prepared to enter the professional workforce and to apply the competencies acquired during the internship at Museum Gedung Sate. Furthermore, the museum benefited from the intern's contributions to promotion, service quality, and the use of technology to enhance visitor experiences. This internship program demonstrates that a well-structured internship can provide substantial benefits for both parties, namely the students and the host institution.

Discussion

This community service initiative has examined the significant role of interns in optimizing visitor services at Museum Gedung Sate, highlighting their contributions to enhancing visitor experiences through educational activities, social interaction, and management of social media and interactive technologies. These findings are consistent with the theories discussed in the literature review, which emphasize that museum management is not solely focused on preserving collections but also on enhancing visitor interaction (Lu *et al.*, 2023; González-Herrera *et al.*, 2023). As educators, interns functioned as intermediaries between history and visitors, providing more engaging learning experiences through the utilization of modern technologies such as Augmented Reality (AR) and documentary films, in line with museum management approaches that integrate technology (González-Herrera *et al.*, 2023; Taormina & Baraldi, 2022; Zhang & Abd Rahman, 2022).

One of the most prominent outcomes was an increase in visitor engagement during educational tours and in interactions with the museum's interactive technologies. This finding aligns with previous studies indicating that the use of technology in museums can enhance visitor participation and satisfaction (Çolak & Karakan, 2024; Shahab *et al.*, 2023; Trunfio *et al.*, 2022; Zollo *et al.*, 2022). Through the integration of technology in museum settings, visitors not only acquire knowledge but also experience a more immersive learning environment (Botti & Baldi, 2025; Esposito *et al.*, 2023; Nugraha *et al.*, 2025; Kirova, 2021; Spadoni *et al.*, 2022). The application of technology in museums serves not merely as a supporting tool but as a crucial element in creating memorable visitor experiences, while simultaneously contributing significantly to museum promotion, as identified in this community service initiative and supported by previous literature on the role of technology in museum management (Bilgihan & Ricci, 2024; Handoko & Nugroho, 2024).

However, although these findings are consistent with numerous prior studies emphasizing the importance of technology and social interaction in museums, this community service initiative also offers a novel perspective. In much of the existing research, interns are regarded as members of the museum team, primarily responsible for administrative and operational tasks. This study demonstrates that, beyond performing administrative duties, interns actively contribute to social media management and content creation, thereby expanding the museum's reach among younger audiences who are highly active on social media platforms. This underscores the promotional and marketing potential of museums in the digital era, which has not been extensively examined in previous literature (Kyprianos & Kontou, 2023).

Thus, the contribution of interns in enhancing visitor interaction and engagement through social media paves the way for more innovative and creative museum management. The increase in museum visitors via social media content indicates that this approach can be an effective strategy for capturing the attention of a broader audience, particularly younger generations who spend more time on digital platforms. As a result, this community service initiative not only provides insights into the role of interns but also opens possibilities for other museums to consider more structured internship programs as part of efforts to enhance visibility and visitor experience.

From a theoretical perspective, these findings contribute to our understanding of visitor management in museums. Visitor experience in museum settings can be influenced by various factors, such as the quality of interaction with staff, the availability of facilities, and the appropriate use of technology (Çolak & Karakan, 2024; King *et al.*, 2023; Mason *et al.*, 2022; Zhou & Ramli, 2025). This community service initiative demonstrates that interns can make significant contributions across these aspects, particularly by enhancing visitor experiences through educational tours and social media management. The success of this internship program may serve as a model for other cultural institutions seeking to improve the quality of their services and management practices.

Overall, the results of this community service initiative indicate that the role of interns at Museum Gedung Sate extends beyond administrative responsibilities to include creative contributions in enhancing visitor experiences and promoting the museum through social media. This initiative provides new insights into the potential of interns in museum management, which other museums may adopt as a strategy to increase visitor engagement. The success of this internship program, supported by technology and social media, demonstrates that interns can play a significant role in enhancing visitor experiences in museum contexts.

CONCLUSION

This community service initiative demonstrates that interns at Museum Gedung Sate play a significant role in optimizing visitor services, not only in administrative tasks but also in enhancing visitor experiences through educational activities, social media management, and the use of interactive technologies. These findings enrich the understanding of museum management, particularly with respect to social interaction and technological integration, both of which have proven effective in increasing visitor engagement. By using social media, interns contributed to more effective museum promotion, particularly among younger audiences, and introduced more engaging and interactive educational experiences. This is consistent with the literature indicating that technology and social interaction in museums can enhance visitor participation and satisfaction. The creative contributions of interns in social media management offer a new perspective on their role in digital museum marketing, which has not been extensively discussed in previous research.

The practical implications of these findings suggest that museums can improve service quality and visitor experience through well-structured internship programs that actively involve interns in technology management and social media operations. A policy recommendation derived from this study is that museums should provide additional training for interns in technology use and visitor data management to enhance the effectiveness of their contributions. This community service initiative also recommends that future research explore in greater depth the challenges interns face in managing advanced technologies and how more targeted training can address them. Overall, this initiative affirms that interns can make substantial contributions to enhancing visitor experiences and expanding museum promotional outreach, while also opening opportunities for other museums to adopt more innovative management strategies.

AUTHOR'S NOTE

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

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