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Internship program at Museum Gedung Sate for student professional experience

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ABSTRACT

The development of student competencies does not stop within the classroom but must be strengthened through direct exposure to the professional work environment. Universities play a strategic role in facilitating students' access to professional experience as preparation for independent careers after graduation. This internship program aims to enhance students' competencies, including both soft skills and hard skills, through active involvement in a professional workplace. The internship spanned 40 working days at the Gedung Sate Museum, an institution dedicated to preserving local history and culture. The program was designed to provide practical work experience beyond academic learning by engaging students in roles such as museum educators, visitor receptionists, audiovisual assistants, and social media content managers, particularly in creating Instagram captions. Through this internship program, students gained valuable experience, knowledge, and skills, including effective communication, interpersonal and customer service, information technology proficiency, and an understanding of digital marketing strategies and online communication. Furthermore, students applied the theoretical knowledge acquired during their university studies in a real-world context, actively contributing to the preservation and promotion of local history and cultural heritage through educational and creative activities at the museum.

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ABSTRAK

Pengembangan kompetensi mahasiswa tidak berhenti pada proses pembelajaran di ruang kelas, tetapi perlu diperkuat melalui pengalaman langsung di dunia kerja. Universitas memiliki peran strategis dalam memfasilitasi mahasiswa agar memperoleh pengalaman profesional sebagai bekal kemandirian setelah lulus. Program pemagangan ini bertujuan untuk meningkatkan kompetensi mahasiswa, baik soft skill maupun hard skill, melalui keterlibatan langsung di lingkungan kerja profesional. Kegiatan pemagangan dilaksanakan selama 40 hari kerja di Museum Gedung Sate sebagai salah satu institusi pelestarian sejarah dan budaya. Program ini dirancang untuk memberikan pengalaman kerja nyata di luar bangku kuliah melalui berbagai peran, antara lain sebagai edukator museum, resepsionis layanan kunjungan, pengelola audio visual, serta pengelola konten media sosial khususnya pembuatan caption Instagram. Melalui pelaksanaan magang ini, mahasiswa memperoleh peningkatan pengetahuan, pengalaman, dan keterampilan, seperti kemampuan komunikasi efektif, keterampilan interpersonal dan pelayanan publik, penguasaan teknologi informasi, serta pemahaman strategi pemasaran digital dan komunikasi daring. Selain itu, mahasiswa mampu mengaplikasikan ilmu yang diperoleh selama perkuliahan secara kontekstual dan berkontribusi aktif dalam upaya pelestarian sejarah serta budaya lokal melalui peran edukatif dan kreatif di museum.

Kata Kunci: Museum Gedung Sate; pengalaman profesional; program magang

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INTRODUCTION

Museums not only support the community through educational, research, and exhibition activities, but are also expected to introduce the processes of social and cultural development through various educational activities (Martiza *et al.*, 2024). Many activities can be conducted in museums to introduce social and cultural issues to the public, including through education (Simbirtseva *et al.*, 2020). In educational tours, guided activities led by educators who understand museum concepts are often the most important component (Juwita *et al.*, 2020). In addition, there are also workshops or cultural history discussion classes, traditional performances, screenings of cultural documentary films, educational games, cultural festivals, and special programs for students, such as internships, which are also carried out by many museums in Indonesia (Firmansyah & Tumimomor, 2024; Rahmawati *et al.*, 2025). In West Java, specifically in the city of Bandung, there is an important cultural and historical icon, namely the Gedung Sate Museum.

As a center for education and conservation, the Gedung Sate Museum not only houses various historical collections but also serves as a means of introducing the public to the historical and architectural values inherent in Gedung Sate. In the context of cultural preservation, the Gedung Sate Museum serves as a center for historical literacy, helping the public better understand and appreciate the nation's cultural heritage. As a modern museum, the Gedung Sate Museum is equipped with interactive technologies and educational facilities that support learning through visual media and direct experience. This museum is not only a historical tourist destination but also offers a range of educational programs designed to enhance visitors' historical awareness and cultural identity. In these educational programs, the role of educators is crucial, as they serve as intermediaries between the museum's collections and visitors. Through educators, a museum can become an active learning space and help visitors understand the meaning of the collections (Armiyati & Firdaus, 2020).

To achieve this, the Gedung Sate Museum also offers internships for students as educators. Several studies have demonstrated the benefits of internship programs for student development. For example, the internship program at Museum Anjuk Ladang Nganjuk provides practical skills experience, a deeper understanding of history, the formation of professional networks, an introduction to various aspects of the museum profession, and increased awareness of cultural heritage (Sasmita *et al.*, 2024). Kemudian, program pemagangan di museum memberikan pengalaman dalam menambah jejaring kolaborasi dan menambah topik riset yang relevan (Kusumawijaya *et al.*, 2022). Another potential development from the museum internship process is that it provides students with the opportunity to be directly involved in museum management, exhibition planning, and historical research. This demonstrates that the internship program is more than a job description; it also provides a broader range of soft skills that are not readily available in the classroom.

An internship at the Gedung Sate Museum offers students the opportunity to develop skills across various aspects of museum management. Unlike previous research that addressed only the general benefits of museum internships, this internship involved activities such as serving as an educator and guiding visitors through the history of Gedung Sate. This internship not only provided a general understanding of how museums operate but also helped the author develop skills in time management, interpersonal communication, and teamwork in a professional environment. Through interactions with the Gedung Sate Museum staff and visitors, the author also gained insight into the public's interest in local history and the importance of museums in public education.

Literature Review

Services at the Museum

Museum services are essentially visitor-centered. This approach places visitors at the center of services, including planning, implementing, and evaluating museum services (Hardiyanti *et al.*, 2024). The primary focus of this service is visitor needs, comfort and accessibility, interactive activities, and visitor satisfaction. This service requires museum educators or guides to be communicative, to explain the meaning of the collections in a friendly manner, and to allow visitors to participate, discuss, and express their opinions actively. This will create a memorable experience for visitors, encouraging repeat visits to the museum (Ikhsan & Kartika, 2025). The quality of service in the museum must also be carried out consistently and professionally (Darmawan, 2025). As a vital human resource in museums, educators are required to provide responsive and courteous service. Furthermore, to maintain consistency, visitor satisfaction evaluations are necessary to provide accountability for the activities undertaken. This impacts the museum's future service quality, ensuring stability, enhancing public trust, and enhancing the museum's effectiveness (Mumin *et al.*, 2025; Vernia & Wulansari, 2020).

Gedung Sate Museum

The Gedung Sate Museum is a cultural and educational destination that has become an icon of Bandung. Located in the city center, this museum is part of the Gedung Sate complex, a historic building known for its distinctive satay ornament on its top. The Gedung Sate Museum presents the history, architecture, and role of Gedung Sate in the development of the West Java government through a modern and interactive approach. Opened to the public in 2017, the museum is equipped with various facilities designed to enrich the visitor experience. From digital installations and interactive exhibitions to an audiovisual room, the Gedung Sate Museum offers a unique way to learn about history. Technologies such as Virtual Reality, Interactive Glass, Architarium, and Augmented Reality are used to illustrate the construction process of Gedung Sate. In addition to exhibiting historical collections, the museum actively hosts educational programs and cultural activities for the community, including workshops, seminars, and podcasts. The Gedung Sate Museum has successfully attracted visitors of all ages, both local and international, through its creative presentation of local history.

METHODS

The Non-Educational Professional Experience Strengthening Program (P3NK, Program Penguatan Pengalaman Profesional Non-Kependidikan) is organized by the university and comprises three stages that students must complete. These three stages consist of pre-implementation, activity implementation, and post-implementation. These three stages are outlined below.

1. Pre-implementation aims to understand the characteristics, conditions, and general description of the internship location so that program and activity planning for one internship period can be maximized.
2. The internship program began with an internship socialization at the Gedung Sate Museum, covering the objectives of the internship, the administrative procedures to be followed, and other important regulations. The socialization was conducted to ensure that all parties understood their respective roles and were prepared to carry them out, thereby facilitating the smooth running of the internship. This discussion provided insight into various aspects of the museum, including its condition, work environment, facilities and infrastructure, and collections.

3. Post-internship activities include a seminar on the results of the activities, containing a presentation of the overall results of the internship during the 40 working days, accompanied by an activity report as supporting evidence.

RESULTS AND DISCUSSION

Educator Museum. During her tenure as an educator at the Gedung Sate Museum, she successfully implemented numerous activities to support the delivery of information to visitors. Her primary role as an educator was to explain the history of Gedung Sate, from its construction process and architecture to its role in the development of government in West Java. As an educator, her primary responsibility was to guide visitors on museum tours and engage them in explaining each collection. The collections presented included a model of Gedung Sate, the building materials used, and interactive technology that enabled visitors to gain a deeper understanding of the building's history (see **Figure 1**).



Figure 1. Educator
Source: Author's Documentation, 2025

Educators play a crucial role in ensuring that the information presented is accurate, historically accurate, and easily understood by visitors of all ages, including schoolchildren. During tours, educators strive to create a friendly and interactive atmosphere. In addition to providing explanations, educators often encourage visitors to discuss and ask questions about topics that interest them. This helps visitors feel more engaged and deepens their understanding of the museum. Educators' guiding styles vary, tailored to the audience they are encountering. Educators often employ an interactive approach, using visual aids and engaging stories to make the material easier for younger visitors to understand.

Meanwhile, for adult visitors, educators provide more detailed explanations regarding Gedung Sate. This approach enables educators to reach a wide range of visitors effectively. Through their internship as educators at the Gedung Sate Museum, students not only learn to guide tours but also actively participate in conveying accurate information to target audiences (Adityaji *et al.*, 2025). This experience improves communication skills, presentation skills, and historical knowledge in greater depth, and positively impacts visitors, who obtain information more effectively and enjoyably (Susetyo & Wahayuni, 2025).

Museum Visit Receptionist

In addition to serving as educators, interns are also involved in the reception area. As receptionists at the Gedung Sate Museum, their primary role is to welcome visitors and provide them with the necessary initial information to ensure a smooth visit. Receptionists are responsible for recording visitor data, including the number and origin of visitors, and for providing brief explanations of visiting rules, operating hours, and museum facilities.

In addition to registering visitors, the receptionist also plays a crucial role in providing information about the museum's collections, including available exhibition spaces and supporting facilities. The receptionist is responsible for explaining the correct route so visitors can enjoy their tour of the museum comfortably and without confusion. Furthermore, the receptionist is responsible for answering questions about the history of Gedung Sate, the collections on display, and special events held at the museum. To ensure visitors receive comprehensive information, the receptionist collaborates with educators and other museum staff.

The duties performed at the reception desk develop students' soft skills, including customer service, visitor data management, and communication (Kimiawan, 2020). This role also provides students with experience in maintaining a comfortable and welcoming museum environment for visitors from diverse backgrounds (Nuraryo, 2025). This experience enhances interpersonal skills and the ability to manage situations that may arise during a visit (Bown, 2023; Lubis *et al.*, 2024; Wulanda *et al.*, 2024). In this way, the receptionist makes an important contribution to creating a pleasant and educational experience for every visitor to the Gedung Sate Museum, as well as ensuring they feel appreciated and have a memorable visit.

Audio Visual

The next task assigned during the internship at the Gedung Sate Museum was to assist and direct visitors to the audiovisual room. This activity aimed to enhance visitors' museum experience by examining the history of Gedung Sate's development.



Figure 2. Visitors Watch Documentary Films
Source: Author's Documentation, 2025

The event begins with an invitation to visitors to watch a documentary film on the history of Gedung Sate's development (see **Figure 2**). Upon entering the audiovisual room, a brief explanation will be provided regarding the content or theme to be presented, the film's duration, and recommendations to ensure comfort.

Creating Museum Instagram Captions

Another task carried out in addition to museum services is creating captions for the museum's Instagram account. This task involves creating engaging and informative text for each post: introducing the museum's collections, informing readers about the latest events or exhibitions, offering greetings for national and international holidays, and educating followers about the history of Gedung Sate. Captions are tailored to the target audience, who frequently and actively use social media. With this in mind, the language is presented in an engaging, easy-to-understand manner while conveying accurate information and aligning with the museum's theme. Captions are not only focused on writing captions, but also include relevant hashtags.

This is done to make posts more easily discoverable by a wider audience. Using appropriate hashtags also increases visibility and, indirectly, organizes posts into similar metadata groups. Through this experience, the captioning internship provided an opportunity to learn more about digital marketing strategies, social media communication, and creative ways to convey information that is not only

informative but also invites interaction from digital audiences. This is highly useful for introducing the museum to a wider audience, particularly younger generations who are more active on Instagram.

Discussion

One of the roles undertaken in this internship is that of an educator. As an educator, their primary responsibility is to explain the history, architecture, and function of Gedung Sate to visitors. The educator's role is to facilitate interaction between visitors and the exhibited collections (Feliu-Torruella *et al.*, 2021). Educators require physical and mental preparation to establish positive relationships with visitors and perform optimally. More specifically, educators guide museum tours at the Gedung Sate Museum by providing information about the available collections, including the Gedung Sate model, building materials, and interactive technologies for visitors to try. In this regard, educators have the duty to convey information accurately, clearly, and in a manner that can be accounted for. In addition, educators are responsible for answering visitors' questions to ensure they fully understand the information provided.

Educators strive to deliver explanations in an engaging and easy-to-understand manner, so visitors not only enjoy the tour but also gain a wealth of new knowledge about Gedung Sate. From a sociocultural perspective, educators play a role in helping visitors expand their knowledge; therefore, it is hoped that guides' focus extends beyond the material itself to include the development of their own personalities (Basuki & Welly, 2025). Museum educators act as learning facilitators, not only enhancing visitors' knowledge but also instilling social and cultural values. Therefore, guiding activities should not be limited to delivering material but should be directed toward developing visitors' personalities and attitudes (Mustaqimmah *et al.*, 2022). In addition to serving as an educator, this intern assisted at the reception desk. The receptionist's primary role at the Gedung Sate Museum is to welcome visitors and provide necessary initial information to ensure a smooth visit.

The receptionist is responsible for recording visitor data, including the number of participants and their origins, and for providing a brief explanation of the museum's visiting rules, operating hours, and available facilities. Furthermore, the receptionist plays a crucial role in providing information about the museum's collections, including available exhibition spaces and other supporting facilities. The receptionist explains the proper visiting route so that visitors can enjoy their museum tour comfortably and without confusion (Safitri *et al.*, 2021; Simamora, 2025; Suardana & Wandani, 2020). The receptionist is responsible for answering visitors' questions about the history of Gedung Sate, the collections on display, and special events held at the museum. The receptionist collaborates with educators and other museum staff to ensure visitors are fully informed. The receptionist ensures visitors feel welcome and provides any necessary assistance, such as explaining the locations of exhibition spaces.

Furthermore, this internship provided valuable experience, particularly in customer service, visitor data management, and communication skills. This experience enhanced interpersonal skills and the ability to manage various situations that may arise during a visit. This aligns with the statement that receptionists contribute to creating a pleasant and educational experience for every visitor to the Gedung Sate Museum, ensuring they feel valued and have a memorable visit (Fatimah & Primadewi, 2024; Nurlaili & Wijoyo, 2024). Additionally, this internship provided audiovisual services and social media promotion. These activities aimed to enhance visitors' museum experience by providing a more informative overview of the history of Gedung Sate's development. This aligns with the theory that activities such as documentary screenings are important for raising public awareness of the culture of their local area (Aryansyah *et al.*, 2024; Laksono & Rachman, 2025).

Another activity undertaken to utilize information technology is museum marketing through social media. This marketing strategy aims to increase visitor numbers to the Gedung Sate Museum by engaging visitors with content (Hadiapurwa *et al.*, 2021). Creating engaging and informative Instagram captions for each

post aims to introduce the museum's collections, inform about the latest events or exhibitions, greet national/international holidays, and educate followers about the history of Gedung Sate. The language should be engaging and easy to understand, taking the audience into account, while still conveying accurate information and aligning with the museum's theme. This is in line with the theory that promotional captions should not only be brief descriptions of images but also serve to encourage followers to interact more, for example, by asking questions or inviting them to visit the museum (Amanatidis *et al.*, 2020).

CONCLUSION

An internship at the Gedung Sate Museum provides students with valuable experience in understanding museum management and contributing to its operations. As educators, students guide visitors by explaining the museum's history, architecture, and collections engagingly and educationally. This activity not only improves communication skills but also enriches students' understanding of the importance of preserving local history and culture. Furthermore, as receptionists, students greet visitors, provide service information, record visitor data, and ensure their comfort during their visit. This role is an effective means of strengthening interpersonal and service skills. Furthermore, students participate in museum promotional activities by creating social media content. They are tasked with crafting engaging and informative descriptions for Instagram posts to increase the museum's public appeal, particularly among younger audiences. In this process, students learn effective digital marketing and online communication strategies. Furthermore, the use of documentary films in the audiovisual room is crucial for providing an educational experience for visitors. Students help ensure the films run smoothly and provide visitors with contextual information before screenings. This internship provides complementary benefits. Students gain firsthand insight into the world of work, hone practical skills, and enhance their readiness to enter the library and information field. Meanwhile, the Gedung Sate Museum receives support across various operational and promotional aspects, thereby improving services to the community. This internship is an important step for students to apply the knowledge they have learned on campus while also playing an active role in preserving 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 confirms that the article's data and content are free of plagiarism.

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