

***The Role of Personal and Non-Personal Interpretation as a Media for
Educating Visitors at the Sonobudoyo Museum***

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ABSTRACT

Interpretation is a process or activity of interpreting to convey and explain information about an object. The form of interpretation is personal interpretation that is conveyed directly by a guide and non-personal interpretation that utilizes media such as written media and audio-visual media. Sonobudoyo Museum is one of the museums located in the center of Yogyakarta City that stores historical collections from several cultures, such as Java, Bali, Madura, and Lombok. The purpose of this research is to determine the role of personal interpretation and non-personal interpretation as educational media for visitors at the Sonobudoyo Museum. The research method used is a descriptive qualitative by describing the results of the research data in sentences. Data collection techniques by conducting observations, interviews with visitors, and documentation. The results of this research indicate that Sonobudoyo Museum implements two forms of interpretation, that are personal interpretation and non-personal interpretation. In personal interpretation, indicators such as enjoyable, relevant, organized, and thematic have been implemented well by the museum guides. The media used in non-personal interpretation at the Sonobudoyo Museum are also diverse. However, the non-personal interpretation media still require improvements and development so that the non-personal interpretation at the Sonobudoyo Museum can function more effectively as an educational media for visitors.

Key words: *interpretation, personal interpretation, non-personal interpretation, museum, educational media.*