

ABSTRACT

INTERIOR REDESIGN OF KRETEK MUSEUM IN KUDUS REGENCY

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Kudus Regency which is known as the Kota Kretek. Located on the north coast of Java Island, the kretek cigarette industry has been developing for decades. In 1986 on the initiative of Soepardjo Roestam, Governor of Central Java at that time, a Kretek Museum was built on a 2.5 hectare land in Getas Pejaten village, Jati District, Kudus. The museum, which was built in 1986, has never undergone a significant renovation until now, so there are no additional facilities related to museum activities as well as renewal of displays which has resulted in a decline in visitors. Therefore, the purpose of this design is to make the Kretek Museum an educational facility regarding the kretek cigarette industry in Kudus that is in accordance with the times and existing standards using a spatial psychology approach. In this report data collection was carried out through questionnaires, interviews, comparative studies to literature studies. Then the data obtained is processed to produce output in the form of presentations, 3D and 2D visuals and working drawings.

Keyword : Museum, Kretek Cigarette, Spatial Psychology