

ABSTRACT

The growing interest in historical and cultural tourism has encouraged the need for interactive visual and digital media to support the preservation of both tangible and intangible cultural heritage. This research takes a case study at the Living Museum Sakola Kautamaan Istri, a school for young girls founded by Dewi Sartika that now functions as a cultural education museum focused on Sundanese women's heritage. The museum's issues include low visitor numbers, one-sided exhibition media, lack of tour guides, inconsistent infographic and poster styles, unstructured visitor routes, and limited space and activities. A participatory design approach, grounded in the design thinking framework, was applied to foster collaboration with the public and stakeholders. Participation was positioned at the "involve" level, with shared decision-making between the researcher and museum management. Data were collected through observation, interviews, literature review, questionnaires, and focus group discussions. The results consist of a visual guideline using low-saturated pink, blue, brown, and green colors, Partakomala flower graphic elements, illustrations of Sundanese women, and Expo Serif Pro and DM Sans fonts to evoke a historical school atmosphere. Interactive storytelling was implemented through a new 2-kilometer walking tour titled Herstory: Inggit Garnasih and Dewi Sartika, supported by infographics, posters, tablet, and postcards. Postcard illustrations were developed using reinforcing and reskinning methods via ChatGPT and Kling, enhanced with barcodes for interactive experiences. Evaluation results indicate increased affective and cognitive visitor engagement, along with promotional potential via social media mockups. This study provides a reference for interactive storytelling in spatially limited living museums.

Keywords: *Living Museum, Participatory Design, Sakola Kautamaan Istri, Storytelling Interactive, Walking Tour*