

## ***ABSTRACT***

*The Sri Baduga Museum, one of the largest in West Java, houses a diverse collection of West Javanese cultural heritage with significant historical value. However, limitations such as infrequent collection updates, low digital promotion, suboptimal facilities, and the absence of strong physical stimuli have led to varied visitor experiences. To reach younger audiences, particularly Generation Z who are familiar with digital technology, the museum has introduced a virtual tour feature. This study is important because most museum research in Indonesia focuses on promotion and tourism, while studies examining visitor responses to museum stimuli during onsite and virtual visits, especially from a Generation Z perspective, remain limited. This research aims to describe visitor experiences in both visit types using the Stimulus-Organism-Response (SOR) theory. The study employed a case study method with a descriptive qualitative approach, using semi-structured interviews with five main informants and two supporting informants. Findings show that internal factors such as interest, motivation, digital literacy, and expectations influence stimulus reception and visitor responses. Recommendations include improving digital display quality, updating collections, and adopting interaction strategies relevant to Generation Z so the museum can optimally function as an educational medium for history and culture.*

**Keywords:** *SOR Theory, Museum, Generation Z.*