



**INTERNATIONAL MUSEUM DAY**  
*MAY, 18<sup>TH</sup> 2025*

**R.A. DIAH RESITA I. KUNTJORO-JAKTI**







The topic is based on our ongoing research, which is part of a collection interpretation project at Museum Benjamin Suaeb, located in the Jakarta Government Performing Arts Building in Jatinegara.





WHO IS BENYAMIN?  
WHY IS HE SO  
IMPORTANT?





# THE MUSEUM KNOWS WHO BENYAMIN WAS, BUT GEN Z DOESN'T

THIS RESEARCH AIMS TO  
EXPLORE HOW MUSEUM  
BENYAMIN SUAEB CAN  
RECONNECT GENERATION Z  
WITH THE CULTURAL  
LEGACY OF BENYAMIN  
THROUGH MEANINGFUL  
DIGITAL ENGAGEMENT



Specifically, this project seeks to:

1. Analyze **how the museum uses Instagram to share stories through visual and participatory content.**

2. Understand **how young audiences engage with Betawi culture in digital spaces.**

3. **Propose content strategies** that combine cultural memory with the digital habits of Gen Z.

4. Reflect on the broader role of digital museums in **safeguarding intangible cultural heritage.**





HOW CAN MUSEUMS TALK TO GEN Z WITHOUT LOSING  
THEIR CULTURAL SOUL?  
CAN INSTAGRAM BE A TOOL FOR COLLECTIVE MEMORY?  
WHAT KIND OF NARRATIVE WORKS?





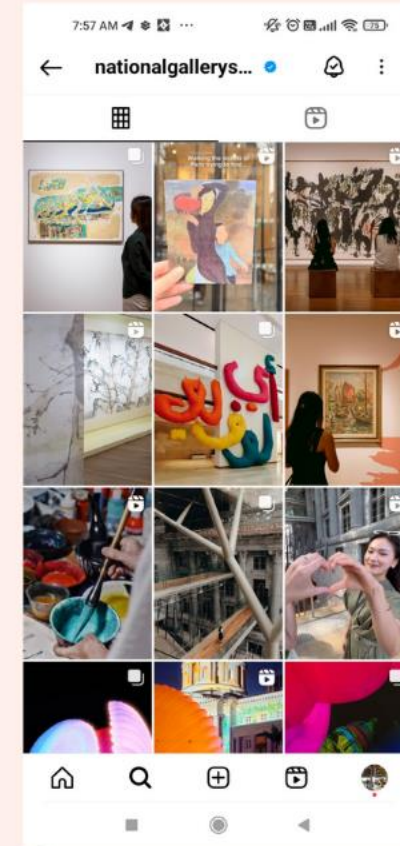
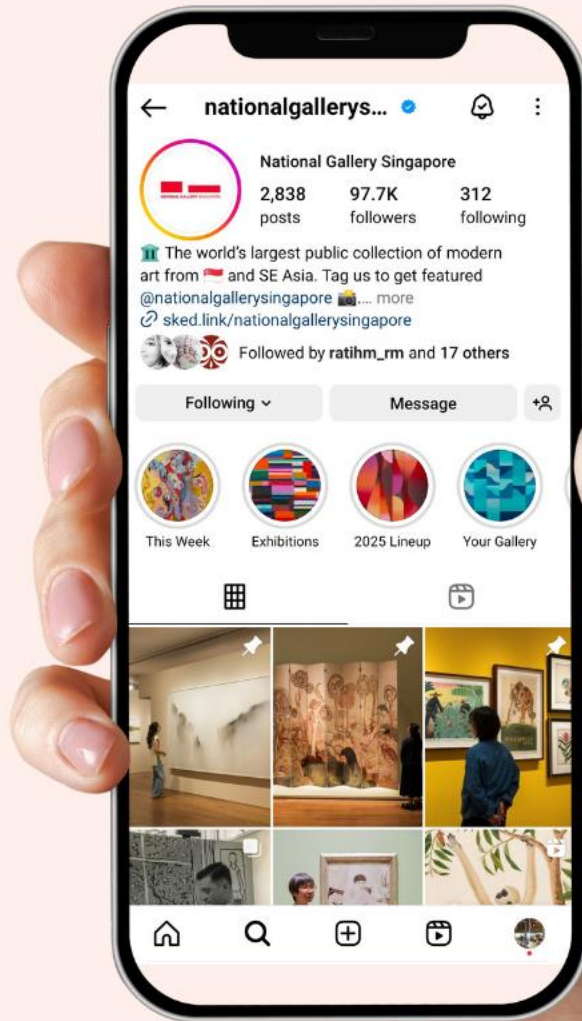
We looked at the content. Then we looked at context.

3 main Methods: IG observation, comparative analysis, literature review.

**"TO PRESERVE IS TO NARRATE." – ROSS PARRY**

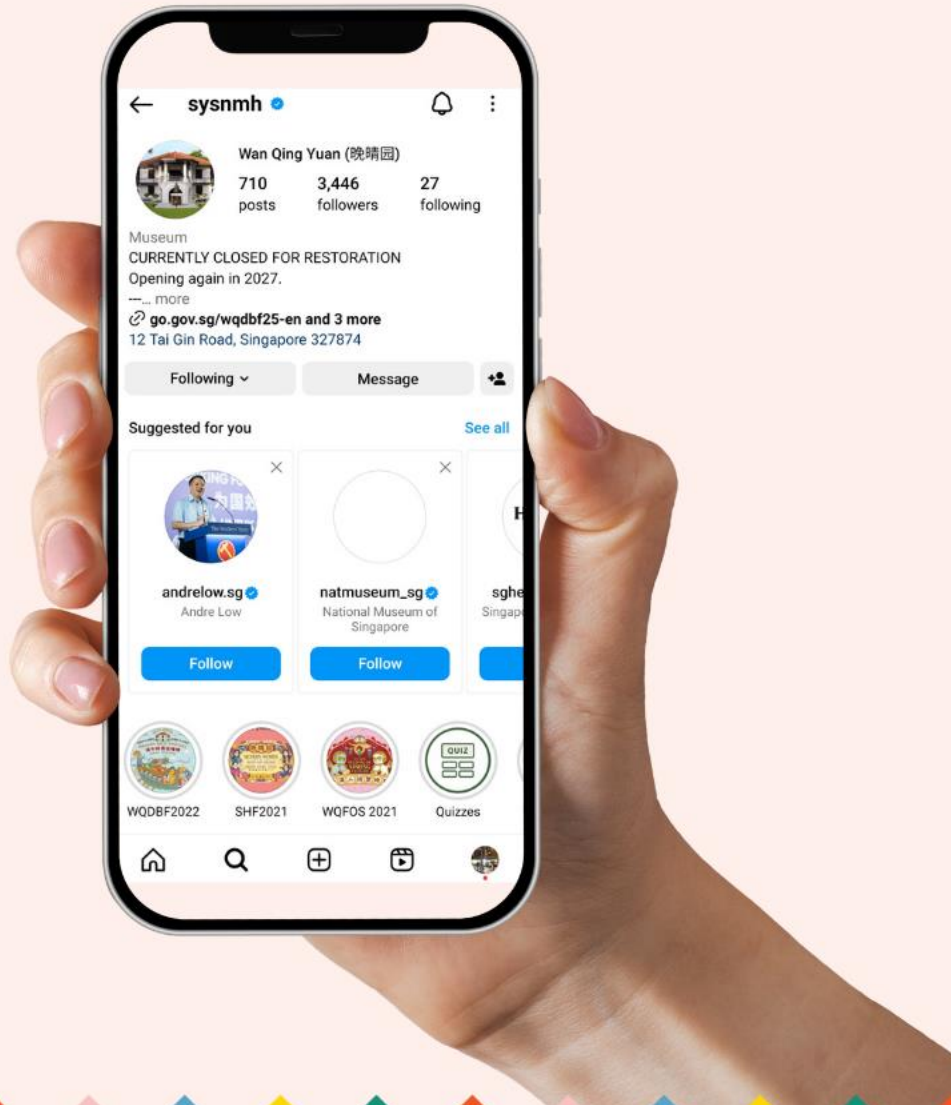


# National Gallery SG

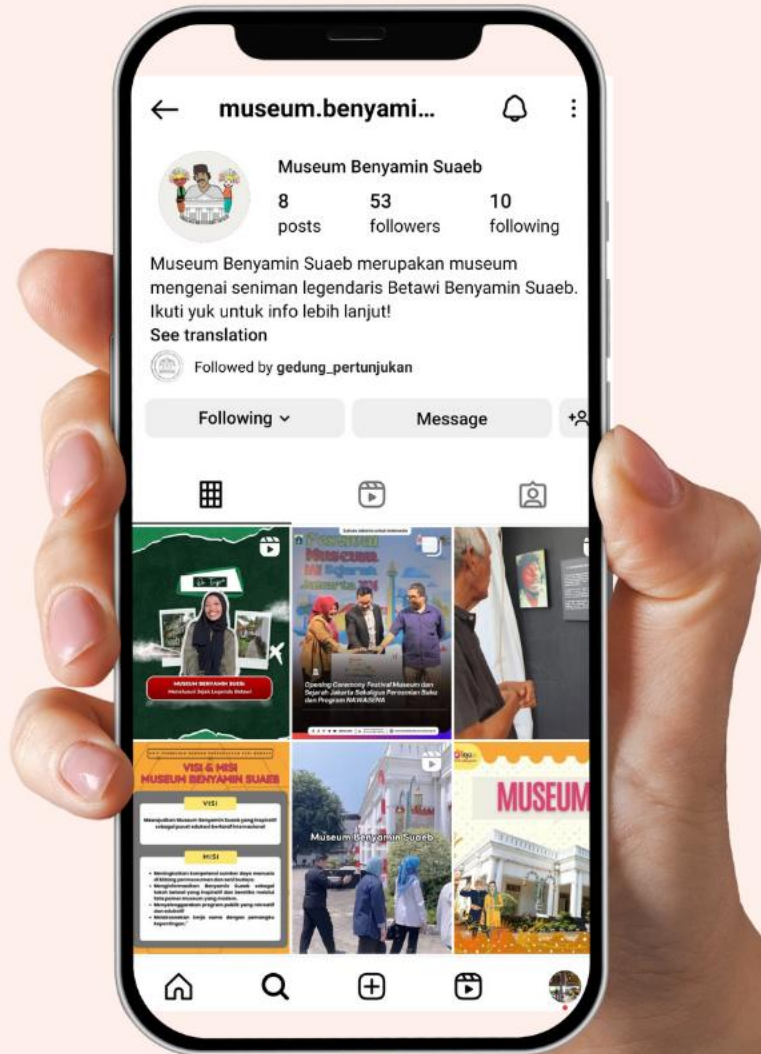




# Sun Yat Sen Nanyang Memorial Hall







## FINDINGS AT MUSEUM BENYAMIN

Emotionally Rich Offline.  
Emotionally Flat Online

**Strengths: Cultural Figure  
and Humor Appeal**

**Weakness: Low Interaction,  
Missing Narrative**





# LET'S LEARN FROM THE BEST.

Comparison: National Gallery SG & SYSNMH  
See Table 1 – Emotional tone, user engagement, format

Museum	Digital Approach	Narrative Focus	Emotional Resonance
Taman Benyamin <u>Suaeb</u>	Limited Instagram content	Benyamin <u>Suaeb's</u> cultural legacy	Underdeveloped but high potential
National Gallery Singapore	Instagram Reels, digital campaigns (#GalleryAnywhere)	Regional visual arts & culture	Warm, humanistic, non-didactic
Sun Yat Sen Nanyang Memorial Hall	Quiet storytelling, community festival content	Chinese diaspora history in SEA	Intimate, simple yet profound

# WHAT GEN Z WANT

They don't just scroll.  
They connect.

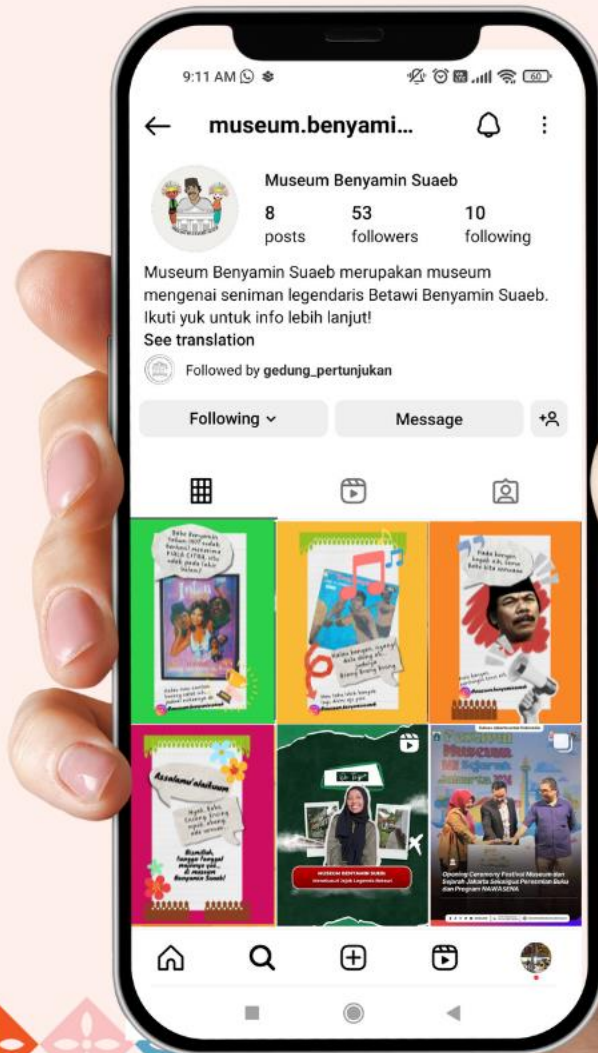
Gen Z : Visually Fluent, emotionally  
intelligent and mobile First.

Cultural Identity shaped online.





# STRATEGIC MODEL: TRANSMEDIA STORYTELLING



1. **Ben in Everyday Life** -relateable reels & memes
2. **Cultural Notes from Ben** - lyrics, slang, quotes
3. **Collection Stories** - Mening behind museum items

**We are not digitizing Benjamin.  
We are making him speak again.  
Use storytelling as a cultural interface.**







# **FROM MUSEUM TO MEMORY PLATFORM**

**This is not the end.  
This is strategy in motion.**

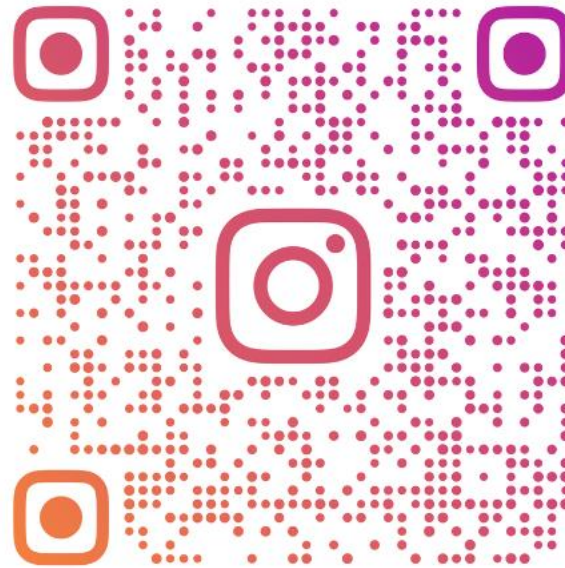
**We are not here to preserve silence.  
We are here to preserve stories.**

**Next: Co-create content with youth,  
apply across ASEAN**



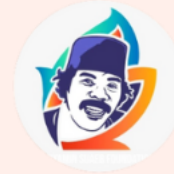


**Follow the story.  
Join the movement.**



**MUSEUM.BENYAMINSUAEB**

# ACKNOWLEDGEMENTS



**ASOSIASI MUSEUM INDONESIA DAERAH DKI JAKARTA - PARAMITA JAYA**

**MUSEUM BENYAMIN SUAEB**

**YAYASAN BENYAMIN SUAEB**

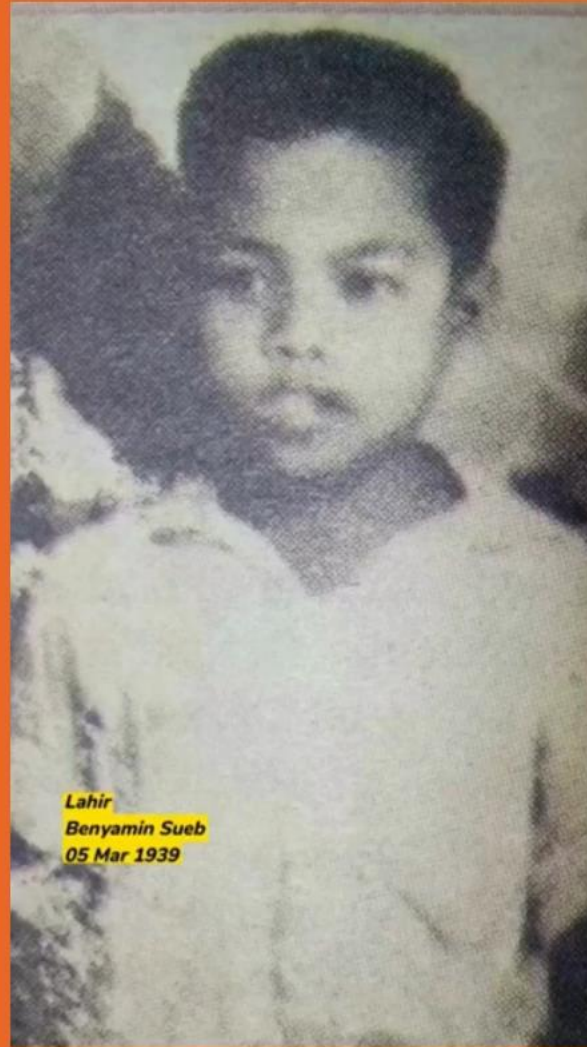
**ADE FAJARWATI & INDA ARIESTA**

**RAYNA VANY & FATIQA S. MAYESTRI**

**WAHYU RAMANDHA**







Lahir  
Benyamin Sueb  
05 Mar 1939

TERIMA KASIH YE!

@HITAMPEKAT channel Youtube:  
[https://youtube.com/shorts/zg\\_m\\_gY2eWM?  
si=fzwH6A6mSwGd1AfC](https://youtube.com/shorts/zg_m_gY2eWM?si=fzwH6A6mSwGd1AfC)



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