

Research Article

Museum Transformation into Agents of Change: A Study for Building Youth Character in Jakarta**Rangi Faridha Asiz**

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Corresponding Author, Email: rangifaridha@gmail.com**Abstract**

The complex disruptions of the digital 4.0 era have minimized the youth's role in contributing positively to development. Whereas, in the midst of global competition, that is vulnerable to hoaxes and weakens stability, their role is very much needed to encourage development and prevent national disintegration. Through its museums and historical sites, Jakarta can raise the spirits and role of young people because this city has a history as a symbol of nationalism and a meeting point for youth, which united the Indonesian nation during the independence era. The museum's potential is still hampered by a perception of exclusivity due to a lack of youth involvement in its activities. This is evident in the declining number of visitors, particularly among young people in Jakarta. To encourage young people's interest, the government needs to transform museums into agents of change, actively: 1) developing historical potential to transform the museum's function from "guardian" to "facilitator" of learning, social development, and innovation, 2) utilizing the potential of cultural heritage buildings and youth communities for more inclusive and dynamic management, 3) developing meaningful learning programs through the dissemination of knowledge and inspiration that encourage creativity and dialogue, and 4) advancing museums to adapt to the challenges of the times and remain relevant and contribute to development. This Policy Brief aims to recommend more inclusive and attractive museum policies so they can become agents of social change, contributing to the instilling of moral values and character building in young people.

Keywords: Youth's Role, Museum Transformation, National Insight, Instilling Moral Values, And Character Education.

INTRODUCTION

“Give me a thousand elders, and I will uproot Mount Semeru. Give me ten youths, and I will shake the world.” This famous quote from President Soekarno reflects the vital role of young people as agents of change. Throughout Indonesia's history, youth have been the backbone of revolutions and progress, bringing energy, knowledge, creativity, and innovation.

In the modern era, however, young people face heavier challenges. They struggle with mental health pressures from social media, economic difficulties such as unemployment and digital adaptation, identity crises fueled by individualism and materialism, and barriers in education and public participation. Global competition in the Industrial Revolution 4.0 further intensifies these challenges, yet many youths remain unaware of their crucial role as the nation's hope for the future.

In the modern era, technology and economic pressures often undermine youth happiness and limit their role in development. Studies show declining happiness and rising depression among young people worldwide, including in Indonesia. A 2024 Pew Research survey in the U.S. revealed that three out of four teenagers felt happier and calmer when not using their phones. Similarly, a 2024 study in the U.K. found that 70% of teens reported feeling worse about themselves after using social media. Research by Blanchflower, supported by findings from the Middle East, Africa, and Latin America, also showed that adolescents who never used the internet experienced fewer mental health issues than those who did. The spread of hoaxes, addiction, consumerism, and loss of privacy further worsen mental health, increasing stress, anxiety, depression, and loneliness among youth.

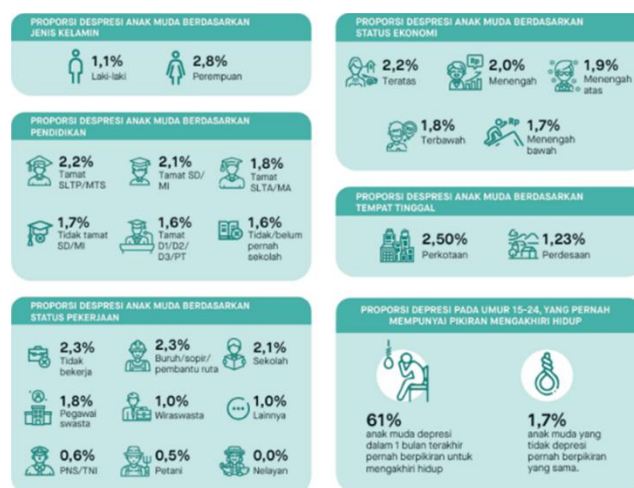


Figure 1. Data on depression among young people in Indonesia

Source: BKPK Ministry of Health (2023)

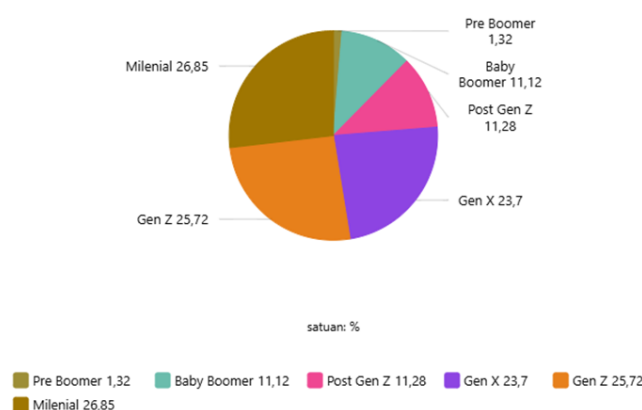


Figure 2. Data on the proportion of Jakarta's population dominated by young people.

Source: BPS (2020)

A recent study revealed alarming mental health conditions among Jakarta's youth, with 34% of high school students showing symptoms of mental disorders. About 30% reported frequent anger and aggressive behavior. The study, conducted by the Health Collaborative Center (HCC) and Fokus Kesehatan Indonesia (FKI) involving 741 students and 97 teachers, highlighted significant risks and impacts on adolescent mental health. Key triggers include peer conflicts (26%), excessive anxiety (23%), and hyperactivity affecting concentration (29%). Despite this, few seek professional help—67% avoid school counselors and only 8% confide in teachers—while most prefer sharing problems with peers, underscoring the need for stronger social support systems.

To support mental health, young people need environments that encourage freedom of expression and creativity. They value balance, self-development, and expect

public facilities—such as museums, art studios, community centers, modern libraries, and open spaces—that provide opportunities for learning, hobbies, and social interaction. In this context, Jakarta, home to the largest number of museums and key historical events shaping Indonesia, holds great potential to inspire youth. The city has long symbolized nationalism, as seen in the 1928 Youth Congress that produced the Youth Pledge, fostering unity and national identity.

Strengthening national awareness among youth is essential to inspire them to carry forward the spirit of struggle. National awareness involves understanding identity, Pancasila values, the 1945 Constitution, *Bhinneka Tunggal Ika*, and the nation's history to safeguard unity and progress. Activities such as exploring history and culture or engaging in social programs at museums can foster this spirit while preventing moral decline and intolerance amid globalization and the rapid flow of information.

This policy paper highlights the moral and character decline among youth and its impact on their mental well-being. Museums, as public institutions with an educational mission, can contribute to character education by offering meaningful visits through engaging and enjoyable programs. The key question is how museums can fulfill this mission amid rising moral issues driven by social media disruption, while also facing challenges such as limited appeal to younger audiences. The main problems include a lack of interactive programs, insufficient innovation in presenting materials, and difficulties in carrying out educational functions and reaching youth with broader, sustainable needs.

This policy paper aims to analyze the impact of digital-era disruption on youth mental health and the role of museums in character education. While museums hold potential as public institutions for fostering values and national awareness, they face internal and external challenges, including lagging behind global trends. The paper explores the link between mental health and character education, the low interest of young people in museums, and evaluates current efforts while identifying opportunities for greater contribution. It concludes with strategic recommendations to strengthen museums as agents of character formation and civic identity for Generation Z.

METHOD

The methodology of this policy paper applies the SOAR framework, focusing on Strengths, Opportunities, Aspirations, and Results, as outlined in the appendix. Data on

youth mental health, museum development, and young people's interest in museums were gathered from both primary sources (relevant institutions) and secondary sources (journals and articles). Through SOAR analysis, the study identifies potentials, strategies to optimize museums as agents of change, and their expected transformation. Ultimately, it aims to define museum programs that can contribute to youth character development.

RESULT AND DISCUSSION

The importance of character education for young people

Character education is vital for young people in facing the challenges of globalization, which often reduces opportunities for social interaction and fosters individualism through excessive gadget use. Without strong character values such as integrity, empathy, and discipline, youth are more vulnerable to negative behaviors like dishonesty, violence, or drug abuse. To prepare them as future leaders who are ethical, responsible, and resilient, character education must involve schools, families, and communities.

Indonesia underscores this importance through Presidential Regulation No. 87/2017 on Strengthening Character Education, aimed at shaping a generation with Pancasila values by 2045. This regulation provides a legal foundation for integrating moral, social, and cultural values in both formal and nonformal education, including museums. As nonformal educational spaces, museums can offer meaningful learning experiences on history, culture, and identity, fostering patriotism and national pride.

However, implementation in schools remains limited, often reduced to formality due to inadequate evaluation systems, teacher creativity, and facilities. Here, museums play a strategic role in complementing schools by serving as engaging platforms for character education, helping the government and society build a strong moral foundation for the younger generation.

Young people's interest in museums

Youth visits to museums can serve as an enjoyable medium for instilling national character. By offering engaging and inspiring learning experiences, museums enhance national awareness through authentic historical and cultural evidence, enriching knowledge, nationalism, critical thinking, and strong character. Research by Asmara

(2019) and Sutaarga (in Istina, 1998) highlights that museums function not only as educational resources at various levels but also as tourist attractions that provide entertainment while fostering moral values and empathy among young people.

Table 1. Visit Data to Museums Managed by the DKI Jakarta Cultural Service in 2025

No	Region	Museum Name	Students	Public	Difference
1	West Jakarta	Museum of Fine Arts and Ceramics	26.613	47.832	-21.219
2	West Jakarta	Puppet Museum	115.482	83.555	31.927
3	West Jakarta	Textile Museum	3.455	10.351	-6.896
4	South Jakarta	Betawi Museum	20.289	19.547	742
5	West Jakarta	Jakarta History Museum	113.421	51.956	61.465
6	Central Jakarta	Joang 45 Museum	2.823	1160	1.663
7	Central Jakarta	Inscription Museum	563	1394	-831
8	Central Jakarta	MH Thamrin Museum	1.095	333	762
9	North Jakarta	Jakarta Maritime Museum	7.883	11954	-4.071
10	North Jakarta	Marunda Site	2.066	3875	-1.809
11	Kepulauan Seribu	Onrust Archaeological Museum	1.046	5282	-4.240
12	East Jakarta	Benyamin Suaeb Museum	213	335	-122
Total			294.949	237.578	57.371

Source: DKI Jakarta Provincial Cultural Service, 2025

Despite museums' vital role in character education, youth interest remains low. According to CNBC (2022), young people in Jakarta show limited enthusiasm for visiting museums. Data from January to June 2025 indicate that student visitors dominate museum attendance, largely due to the "Mandatory Museum Visit" program organized by the Jakarta Cultural Office. This is evident in the high student presence at designated museums such as the Jakarta History Museum, Wayang Museum, Joang 45 Museum, MH Thamrin Museum, and Betawi Museum.

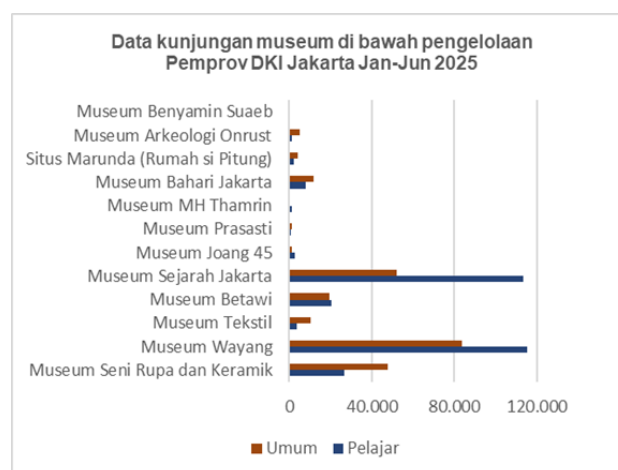


Figure 3. Graph of Visit Data to Museums Managed by the Jakarta Cultural Office in 2025

Source: Jakarta Provincial Cultural Office, 2025

Studies also show that youth interest in Jakarta's museums remains low. Sulistyowati (2016) found that most visitors at the National Awakening Museum (MKN) considered it boring, with many suggesting improvements in facilities, exhibitions, and collections. While 62% of respondents had heard of MKN, only 76% had visited, and most felt the building was more appealing than the displays. Similarly, young observers like Handy (2025) note that Indonesian museums often lack modern, "Instagrammable" designs and engaging narratives, making visits feel passive. Bloggers such as Irvina Lioni Y (2025) and Brian (2025) also emphasize the need for modern architecture and attractive spaces for younger audiences.

According to Istina D, many youths use museums more as recreational or content-making venues than as spaces for learning history, reflecting perceptions of museums as outdated and unappealing. However, Nurohmah highlights the rise of youth-led communities in Jakarta—such as Komunitas Historia Indonesia (KHI), KPBMI, BATMUS, and KPMI—that actively promote and support museums. These networks demonstrate that the future of museums depends greatly on youth engagement and participation.

Gap Museum in carrying out its educational mission

An important aspect for museums is how they offer their products and services, which requires understanding visitor characteristics to design effective educational and

marketing strategies. A study by Sulistyowati on the Jakarta History Museum showed that most visitors were under 20 years old (43.8%), mainly high school educated (41.4%), and students by occupation (55.5%). Nearly half (48.4%) visited for recreation, while only 5.8% came for research.

This reveals a gap: museums often fail to provide meaningful character education programs, remaining focused on collection conservation rather than interactive learning and public engagement. While modern museology emphasizes community involvement, many Indonesian museums lag behind due to limited funding, human resources, and outdated approaches. To transform into interactive institutions, museums must collaborate more with communities and stakeholders to develop engaging programs that connect education, recreation, and cultural preservation.

Trends in the development of museum concepts in the world

By 2025, many museums in Jakarta focus heavily on digital technologies such as immersive studios and augmented reality, which risk overshadowing the cultural and historical values of their collections. Technology should support, not replace, character education derived from heritage. With Jakarta's population dominated by youth (56%), museums must strengthen emotional connections with visitors, shifting from the old "exclusive" image to more interactive, meaningful, and shareable experiences.

Globally, museums have evolved from artifact storage to centers of conservation, education, research, recreation, and social inclusion. They now engage in public dialogue, creativity development, addressing local and global issues, and supporting creative economies. Since 2003, scholars like Sandell have highlighted museums as agents of social change, a view reinforced by ICOM's adoption of this vision in its strategic agenda and International Museum Day themes since 2008.



Figure 4. Museum as Agent of Change

Source: google.com

Mike Murawski's *Museums as Agents of Change* (2021) highlights how museums can serve as powerful, community-centered institutions that promote justice, inclusion, and relevance to current social issues. This perspective positions museums not only as preservers of heritage but also as centers of education, identity development, tourism, and future innovation—dynamic spaces for engagement and connection.

To remain impactful, museums must act as agents of change by creating visitor-oriented systems that provide meaningful learning experiences. Such initiatives align with Government Regulation No. 66/2015, which encourages museums to innovate as centers of curiosity, inspiration, and cultural exploration—interactive and relevant to modern lifestyles—while fostering collaboration to address low visitor interest.

Museum transformation strategy through Gen Z character analysis

Section 2.5 analyzes Gen Z characteristics (Table 1) alongside museum innovation strategies (Table 2) to identify ways to boost youth interest in museums. Gen Z is chosen as the focus because, positioned between Gen Y and Gen Alpha, they serve as a generational bridge with unique traits as digital natives—technologically skilled and socially conscious. This makes them potential agents of change, capable of voicing issues, shaping public opinion, and driving innovative solutions. According to Santosa (2015), Gen Z embodies seven key traits that make them tech-savvy, critical, collaborative, and purpose-driven. These characteristics form the basis for the analytical

methodology used.

Table 2. Analysis of characters that can be developed in Gen Z

No	Characteristics of "Gen Z"	Explanation of Gen Z characters	Characters to be developed
1	Have a strong ambition for success	They tend to have strong ambitions for success, influenced by many role models, and need guidance toward wiser definitions of goals.	Honest and disciplined
2	Behave in an instant	They prefer practical problem-solving and avoid long processes, shaped by growing up in an instant world.	Hardworking, socially conscious, environmentally conscious
3	Love freedom	They value freedom of opinion, creativity, and expression, but need guidance to practice responsible freedom within rules.	Democratic, nationalistic, and patriotic
4	High self-confidence and optimism	They show high confidence and optimism, viewing problems positively, but need a tolerant environment to keep their confidence from diminishing.	Independent, responsible
5	Love details	They tend to think critically and pay close attention to details in problems.	Curiosity, creativity
6	Desire for recognition	They seek recognition through rewards (praise, gifts, certificates, or awards) for their abilities and unique identity.	Tolerance, appreciation for achievement, and love of domestic products
7	Digital and information technology literacy	They are highly skilled with gadgets, integrating technology into daily life, and prefer online communication.	Enthusiastic about reading, friendly/communicative

Source: Komalasari K, 2019

Table 3. The problem of low interest in museums from the perspective of young people

No	Issue	Problem	Hopes	Gap in Character Education
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1	Youth Activities in Museums	Museum activities feel less meaningful due to limited reach and inclusion.	Community involvement through interactive, visitor-engaging programs.	Museum activities lack meaningful interaction with visitors, leaving little impact.
2	Functions of Museums for Youth	Material delivery lacks innovation and creativity due to limited resources and technology.	Expanding roles from guardians to facilitators of learning, social development, and innovation.	Museum content delivery is less engaging, limiting visitors' desire to explore events further.
3	Materials Exhibited to Youth	Monotonous and less interactive content makes it irrelevant to current issues and developments.	Exhibits open for discussion as they remain relevant to today's challenges.	Museum content lacks relevance due to limited innovation, failing to spark discussion or critical thinking among youth.
4	Impressions Left on Youth	Museum experiences feel less meaningful and uninspiring as they lack real-world connection.	Museums can inspire youth to strive for better through knowledge sharing.	Museum visits leave little inspiration to carry forward historical spirit or preserve culture.

Source: from various sources

Table 4. Analysis of museum development innovation strategies to shape character through deepening the character of Gen Z

No	Strategy	Innovations that museums can develop to shape the character of young people		
1	To raise honest and disciplined young people,	Support is needed through good role models, open communication, consistent rules, early habit formation, moral principles, and positive rewards. Museum concepts can be developed by creating spaces to practice honesty and discipline (e.g., mini museums for toddlers, imaginative stages for children, design rooms for older kids), providing audiovisuals of folklore and hero stories highlighting integrity (e.g., Sultan Hamengku Buwono IX fining himself, religious leaders upholding truth), and offering history books, short stories, or films that teach honesty and discipline, such as		

		apologizing, admitting mistakes, not cheating, and respecting others' property.
2	To create young people who work hard, care about society, and care about the environment.	D Strong character education is needed through adult role models, early value formation, school activities, and healthy habits. Museums can support this by providing galleries and performance spaces that encourage children's creative expression and showcase their work, offering engaging audiovisuals of folklore and hero stories that highlight care for society and the environment (e.g., Pramoedya Ananta Toer's community library, Endang Rohjiani's environmental efforts), and organizing programs that foster empathy through fun activities like exploration tours, history-related treasure hunts, or sketching favorite objects.
3	To form young people who are democratic, have a national spirit, and love their homeland,	A strong foundation in Pancasila and Civic Education is needed, supported by role models, active participation in positive activities, and emphasis on values like tolerance and social care. A museum concept can be designed through: 1. Interactive Galleries – spaces for participatory and educational experiences, such as: a. Interactive galleries where visitors engage, create, and interact with exhibits. b. Design galleries showcasing innovative objects or case studies on design, creation, and impact. 2. Educational Programs – activities that teach Pancasila values through direct experiences, including: a. Workshops with contemporary designers to foster critical thinking. b. Demonstrations of historical objects, traditional skills, or conservation methods. c. Interactive tours encouraging discussion and engagement. d. Creative explorations like murals or poetry inspired by collections. 3. Inspiring Stories – exhibitions highlighting democratic values, unity, and collaboration, such as: a. The Youth Pledge Museum or National Museum, emphasizing unity and democracy. b. Stories of Indonesian innovation, e.g., heart disease early detection tools (ITB students), electric motorcycles (ITS students), or food safety detectors (students of MAN 2 Bengkulu).
4	To form	A balanced approach is needed, combining trust, opportunity,

	independent and responsible young people,	and active learning—by giving responsibility, problem-solving practice, space for exploration, and instilling moral values like honesty and empathy. The museum concept engages youth by encouraging exploration, observation, inquiry, reporting, and presentation—developing critical thinking and meaningful learning. Community involvement can be structured into three stages: 1. Preparation (Before Visit): provide clear goals, questionnaires or tasks to spark curiosity, and explain the museum's role in learning. 2. Implementation (During Visit): allow free exploration, encourage questions, and guide deep observation of historical, cultural, or scientific contexts. 3. Post-Visit: assign reports and presentations, link museum insights to daily life, promote responsibility, and realize ideas to foster creativity and confidence.
5	To foster curiosity and creativity in young people,	A supportive environment for exploration, play, and trying new things is essential, strengthened by cooperation among parents, teachers, and communities. The museum concept can foster critical thinking, broaden perspectives, and spark new ideas through: 1. Interactive Exhibits – hands-on displays, engaging experiences beyond reading, and guided support from parents or teachers. 2. Exploration Activities – playful learning like puzzles, treasure hunts, and creative galleries where visitors interact, design, and learn. 3. Spaces for Discussion & Reflection – encouraging dialogue, reflection, and debate through thought-provoking exhibits, alternative perspectives, and digital platforms that extend conversations beyond the museum.
6	To create young people who are tolerant, appreciate achievements, and love domestic products.	Comprehensive education should instill empathy and respect for diversity through diversity-focused curricula, public campaigns on local products, and positive interactions with people and culture. The museum concept can be developed through: 1. Thematic Exhibitions – showcasing cultural diversity, youth achievements, and local products to foster tolerance, pride, and love for domestic innovation. 2. Interactive Education Programs – workshops on traditional skills, historical simulations, and guided tours

		with discussions to deepen curiosity and understanding.
		3. Enhanced Visitor Experience – modern facilities, thematic events, co-design projects with youth, and engaging exhibit labels to encourage creativity and collaboration.
		4. Digital Technology – expanding access with appealing content and virtual tours.
		5. Museum Ambassadors & School Partnerships – training youth as museum ambassadors and integrating museums into school curricula.
7	To create young people who love reading, are friendly and communicative,	Building literacy requires supportive families, schools, and communities with easy access to reading, interactive activities, and technology—encouraging early reading habits, positive interaction, and empathy. The museum concept can support this through: 1. Reading & Text Programs – museum reading sessions linked to collections (e.g., exhibit narratives, ancient manuscripts) and text discussions to interpret ideas. 2. Friendship & Communication – collaborative projects (dioramas, articles), team-based games or quizzes, and Q&A sessions with experts to foster dialogue and teamwork. 3. Active Use of Collections – workshops on storytelling or drawing from artifacts, and case studies using museum objects to explore historical and cultural events.

Source: Mandiri from various sources

1. Future Role of Museums as Agents of Change

Using the SOAR (Strengths, Opportunities, Aspirations, Results) framework, factors were assessed by Urgency Value (UV) on a Likert scale and Factor Weight (FW) in percentages. Multiplying $UV \times FW$ identified dominant factors crucial for transforming museums into agents of change, especially in engaging youth and shaping character.

2. Strengths (367)

Jakarta holds rich historical heritage, youth communities interested in museums, global paradigm shifts toward museums as social agents, alignment with Gen Z's need for character education, and existing links with schools and institutions.

3. Opportunities (350)

Large digitally savvy youth population, improved transport, numerous museums and heritage sites, supportive regulations, and history faculties in universities.

4. Aspirations (320)

Commitment from city leaders to make museums inspiring centers of knowledge, strategic youth engagement programs, creative collaborations, interactive activities to foster critical thinking, and stronger research for historical education.

5. Results (280)

Museums can offer meaningful learning, stimulate discussion, creativity, inclusivity, and shift from being “about something” to “for someone.”

6. Strategic Focus

The highest strategy score is SA (Strengths + Aspirations = 717). Thus, Jakarta should use its historical strengths and youth engagement potential to realize aspirations for museums as dynamic, inspiring spaces.

7. Key Priorities

- a. Strengths: Jakarta’s inspiring youth history for character education.
- b. Opportunities: Rich heritage buildings and large youth population needing space.
- c. Aspirations: Strong commitment from city leaders for transformation.
- d. Results: Meaningful learning experiences fostering creativity and critical thinking.

Jakarta’s museums must be transformed into inspiring educational spaces that strengthen national identity, character education, and youth engagement, supported by government commitment and public participation.

Developing Jakarta’s Historical Potential in Museums

Enhancing Jakarta’s historical potential through museums can foster national identity and character education among youth. By presenting inspiring stories and interactive learning, museums connect young people with cultural heritage in meaningful ways.

Museums should shift from being passive spaces “about something” to dynamic places “for someone,” offering participatory, socially oriented experiences. Collaboration

with schools, universities, historians, artists, and youth communities is essential to create engaging programs, digital content, workshops, and joint research—transforming museums into social laboratories.

Interactive spaces can also nurture values like honesty, discipline, empathy, and perseverance, supported by storytelling through history books and short audiovisual films. Such strategies will make museums more relevant, attractive, and impactful for future generations.

Utilizing Museum Potential with Youth History Communities

Engaging youth communities interested in history can accelerate museums' transformation into agents of change. These groups can boost public appreciation, develop heritage-based tourism, and promote conservation through activities such as historical tours, workshops, digital content creation, and preservation discussions.

For this to succeed, museums must be inclusive spaces that foster dialogue, collaboration, and youth empowerment. Programs like workshops, competitions, exhibitions, and collaborative projects can help youth gain social and economic skills while making museums more dynamic and appealing.

Museums should also support character development by encouraging exploration, research, reporting, and presentations—building independence and responsibility. By becoming civic and social spaces with thematic exhibitions that promote tolerance and recognition, alongside digital platforms and school partnerships, museums can strengthen cultural awareness and sustain youth engagement.

Developing Meaningful Learning Programs in Museums

Meaningful museum programs can spark youth interest by turning abstract concepts into concrete experiences. Direct interaction with objects fosters critical thinking, creativity, and deeper understanding of history, culture, and science. Museums should evolve into centers of knowledge, research, and inspiration that promote innovation, entrepreneurship, and the creative economy.

To achieve this, museums must improve governance, focusing on knowledge development rather than passive displays, and adopt inclusive community involvement to ensure sustainable funding and accountable management. By engaging the public, museums become higher-quality civic spaces.

With a vision centered on historical understanding and creativity, museums can strengthen national identity and character. Interactive programs—youth-centered activities, participatory galleries, and inspiring stories of democracy and unity—will enhance engagement and make museums dynamic agents of education and nation-building.

Advancing Museums to Meet Contemporary Challenges

Modernizing museums to match today's challenges increases their relevance, appeal, and public participation, particularly among youth in the digital era. Museums can foster reading habits, communication, and collaboration skills that prepare young people to actively contribute to global development. By offering spaces for reflection and interactive exhibitions, museums can also address major global issues—such as climate change, gender equality, and decolonization—empowering youth as critical, creative agents of change.

Collaboration with communities and youth can further drive innovation in museum design, exhibition formats, technology use, and dynamic storytelling, making museums spaces for both learning from the past and shaping the future. This approach aligns with national policies (PP No. 66/2015 and Permendikbudristek No. 24/2022), which mandate museums to engage communities in education, promotion, and collection preservation. Recent policy updates also support regional culture offices in proposing innovative, youth-focused activities that strengthen museums as agents of change through strategic partnerships and inclusive programs.

Table 5. List of Nomenclature of Sub-activities and New Indicators that have been updated by the Ministry of Home Affairs in the “Museum Management” Program and “Provincial Museum Management” Activities in 202

No	New Sub Activity Name	New SK indicator
1	Community involvement in organizing public activities at the museum	Number of people involved in organizing public activities at the museum
2	Museum collection management	Number of museum collections managed
3	Museum operational management	Number of museum operational services
4	Improving public services and access to the museum	Number of services and public access to the museum

CONCLUSION

Jakarta's museums must transform from traditional institutions into modern agents of change that foster character education through national identity. This requires strategic collaboration, interactive and relevant educational programs, adoption of technology, and engaging narratives to shape a strong and resilient young generation. Moving beyond conventional activities such as quizzes, festivals, and exhibitions, museums should develop interactive and collaborative programs—both local and international—that address contemporary challenges and broaden youth engagement.

Policy Recommendations

1. Community Engagement in Museum Management

Museums should transform into agents of social change through educational and participatory programs. This requires partnerships with schools and communities, involvement of youth in curating narratives, opportunities for collaborative character-building programs, alignment with global museum trends, and attention to Gen Z's need for mental health and character education.

2. Collaboration and Interactive Design

Museums should collaborate with communities and institutions to redesign spaces, enhance galleries, fundraise, and create engaging narratives. Success depends on local government commitment, strategic youth engagement programs, and fostering creativity, interaction, and character development so museums become dynamic learning spaces rather than passive venues.

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