

Enhancing Global Visibility of Museum Keris Surakarta Through Digital Storytelling

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Abstract

This study explores how digital media-based storytelling can enhance the global visibility and cultural relevance of Museum Keris Surakarta. As one of Indonesia's most prominent heritage institutions dedicated to the art and philosophy of the keris, the museum holds extensive collections that reflect the artistic, historical, and symbolic values of Javanese weaponry and craftsmanship. However, in an increasingly digital society, traditional promotional methods are no longer sufficient to attract international audiences. This research investigates how the integration of digital storytelling, including social media narratives, virtual exhibitions, short-form videos, and interactive online content, can strengthen the museum's branding and engagement beyond national boundaries. Using a qualitative descriptive approach, the study analyzes digital media strategies adopted by leading cultural institutions and evaluates their applicability to Museum Keris Surakarta. Data were collected through interviews, documentation, and observational assessments of existing digital content. The findings indicate that compelling storytelling embedded in digital formats, such as narrative-driven visuals, behind-the-scenes forging processes, empu (master smith) personal stories, and thematic interpretations of keris symbolism, significantly increases user engagement and cross-cultural appreciation. Moreover, platforms such as Instagram, YouTube, and TikTok are widely recognized as highly effective for reaching younger global audiences, whereas web-based virtual tours offer immersive experiences for international visitors who are unable to visit in person. The study concludes that digital storytelling is not merely a promotional tool but a strategic instrument for cultural diplomacy. By presenting keris narratives in accessible and emotionally resonant formats, Museum Keris Surakarta can cultivate greater global recognition, support heritage preservation, and strengthen its position within the international cultural landscape. The findings highlight the need for museums to adopt innovative digital practices to remain relevant and competitive in the era of global digital communication.

Keywords: Digital Storytelling; Museum Keris Surakarta; Cultural Heritage; Virtual Exhibition; Global Audience Engagement

1. Introduction

1.1 Background of the Study

The keris occupies a central position in the cultural landscape of Java and the broader

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Indonesian archipelago. Far beyond its function as a traditional weapon, the keris is widely regarded as a cultural artifact that embodies layers of symbolic, spiritual, and philosophical meaning. According to [Sutyawan and Guntur \(2024\)](#), “the symbolic meaning of the keris reflects the identity and character of the Nusantara people,” indicating that the keris is not merely an artistic object but a representation of collective memory and cultural worldview. The keris reflect a highly sophisticated cultural system in which material craftsmanship, metaphysical beliefs, and social values intersect. As documented in existing literature, its physical components, such as the pamor patterns, blade curvature, metal composition, and hilt ornamentation, serve as visual expressions of cosmology, status, spirituality, and traditional aesthetics.

Anthropological studies further emphasize that the keris encapsulates key elements of Javanese cultural identity, including religiosity, indigenous knowledge systems, artistic traditions, craftsmanship, and symbolic communication. These cultural dimensions position the keris as a holistic representation of Javanese civilization rather than an isolated object of material culture. For many Javanese communities, the keris also carries an element of *taksu* or spiritual charisma, believed to possess metaphysical qualities that reinforce its status as a living heritage object. This elevated significance explains why the keris was recognized by UNESCO as part of the Intangible Cultural Heritage of Humanity, acknowledging not only its material artistry but also the oral traditions, ritual practices, and craftsmanship knowledge associated with its creation and use.

In this cultural and historical context, the Museum Keris Surakarta plays a vital role as a guardian of this heritage. The museum serves as a repository for diverse keris collections, preserving artifacts from various historical periods, stylistic classifications, and regional traditions. As an institution, it is tasked with documenting, conserving, and interpreting the keris for educational and cultural purposes. Its functions extend beyond preservation; the museum is responsible for transmitting knowledge about keris symbolism, traditional forging techniques, the role of the *empu* (master smith), and the socio-cultural narratives embedded within each artifact.

However, significant challenges arise in communicating these complex cultural narratives to contemporary audiences, particularly in an era of rapid digital transformation and shifting information consumption patterns. Traditional exhibition methods—such as static displays and printed descriptions—often fail to fully convey the depth and richness of keris symbolism to modern visitors, especially international audiences with limited background knowledge of Javanese culture. Younger audiences, meanwhile, increasingly rely on digital platforms for cultural exploration, favoring interactive, visual, and narrative-based content over conventional museum formats.

This shift underscores the growing need for museums to adopt digital communication strategies that translate intangible cultural values into accessible, engaging formats. Digital storytelling through multimedia narratives, documentary-style videos, virtual exhibitions, immersive digital tours, and social media storytelling provides museums with a pathway to reinterpret traditional heritage in contemporary contexts. Through such tools, the Museum Keris Surakarta has the potential to expand its reach beyond geographical boundaries, presenting the keris not only as an artifact of the past but as a culturally dynamic narrative that resonates with global audiences.

In this regard, the Museum Keris Surakarta holds a strategically important position. By integrating digital storytelling into its communication strategies, the museum can bridge the

gap between traditional heritage and modern audiences' expectations. Moreover, digital media offers the museum opportunities to participate more actively in global cultural dialogues, thereby contributing to the appreciation, preservation, and international recognition of the keris as a unique symbol of Indonesian cultural identity.

1.2 Problem Identification

Despite its cultural importance, Museum Keris Surakarta faces challenges in achieving broad international visibility. Its existing promotional efforts remain largely conventional, with limited integration of narrative-driven digital content that resonates with contemporary audiences. Meanwhile, museums worldwide have begun adopting digital storytelling strategies, including short-form video narratives, virtual exhibitions, interactive online platforms, and social media-based educational campaigns, to enhance visitor engagement, broaden outreach, and strengthen public understanding of cultural heritage.

The gap between the museum's cultural significance and its current digital presence highlights the need for a strategic approach to digital storytelling. Without innovative communication methods, the museum risks reduced relevance in a competitive digital environment where cultural information is abundant, and audience attention spans are increasingly fragmented.

1.3 Significance of Digital Storytelling in Cultural Institutions

Digital storytelling offers museums a powerful medium for reinterpreting heritage artifacts, conveying intangible cultural values, and fostering emotional connections with viewers. For an artifact as symbolically rich as the keris, whose meaning extends beyond its physical form, narrative-based digital content can serve as an accessible platform for communicating philosophical concepts, craftsmanship traditions, ritual practices, and the personal stories of *empu* (master smiths).

Furthermore, digital storytelling aligns with global museum practices that emphasize participatory engagement, multimodal interpretation, and inclusive access. Through platforms such as Instagram, YouTube, TikTok, and immersive web-based applications, museums can extend their cultural narratives to international audiences, reaching those who may never visit physically. These digital tools not only expand audience reach but also contribute to cultural diplomacy by presenting heritage in formats that facilitate cross-cultural understanding and appreciation.

1.4 Purpose and Objectives of the Study

The purpose of this study is to examine how digital storytelling can enhance the global visibility, cultural relevance, and strategic communication effectiveness of Museum Keris Surakarta. In an environment where cultural institutions increasingly rely on digital media to reach broader, more diverse audiences, integrating narrative-based digital content offers significant potential to strengthen public engagement and facilitate cultural understanding. This research specifically aims to analyze the museum's existing digital media practices, identify successful digital storytelling strategies implemented by leading international cultural institutions, and evaluate their applicability within the context of Museum Keris Surakarta. Through this analysis, the study proposes a conceptual framework to support the museum in adopting innovative, narrative-driven digital communication practices aligned with contemporary global media trends.

1.5 Research Contribution

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This research is expected to contribute both theoretically and practically to the field of digital heritage communication. Theoretically, the study enriches scholarly discussions on how museums in Southeast Asia, particularly those preserving intangible cultural heritage, can utilize digital storytelling to reinterpret traditional artifacts and communicate complex cultural values to global audiences. In practice, the research provides strategic insights that may assist Museum Keris Surakarta in enhancing its digital presence by creating more compelling, culturally grounded narrative content. These insights aim to guide the museum in developing digital initiatives that not only support audience engagement and heritage preservation but also strengthen its role in international cultural diplomacy by presenting keris-related narratives in accessible, emotionally resonant, and globally relevant formats.

2. Literature Review

2.1 Digital Storytelling in Cultural Heritage Communication

Digital storytelling has emerged as a significant approach in cultural institutions to convey complex narratives through multimedia integration. Originally used in media and communication studies, digital storytelling refers to the use of digital tools such as video, audio, interactive graphics, and online platforms to create narrative-based content that enhances audience engagement. Scholars note that digital storytelling allows museums to contextualize artifacts through emotional, historical, and cultural narratives that transcend static descriptions ([Robin, 2016](#); [Alexander & Alexander, 2020](#)).

In the museum sector, digital storytelling is understood as a method to transform traditional exhibitions into interactive, visitor-centered experiences. Research shows that storytelling enhances learning outcomes by creating coherent narratives that help visitors relate artifacts to their personal and cultural contexts ([Huang & Lee, 2019](#)). This shift positions digital storytelling not only as a communication tool but also as a pedagogical strategy for cultural heritage interpretation.

2.2 Museums and the Digital Transformation Era

Museums worldwide are undergoing significant transformations driven by digital technologies. [Falk and Dierking's \(2016\)](#) "Contextual Model of Learning" emphasizes that visitors seek meaningful, memorable experiences that can be enhanced through digital media. Consequently, museums increasingly adopt digital strategies such as virtual tours, augmented reality, interactive displays, and social media engagement to expand reach and improve accessibility.

Recent studies highlight the importance of digital adaptation for museums aiming to remain relevant in a competitive communication environment. [Parry \(2019\)](#) argues that museums that fail to adopt digital strategies risk being perceived as outdated or inaccessible. Digital tools also enable museums to reach audiences beyond physical boundaries, especially international visitors who may not have direct access to the site.

2.3 The Role of Social Media in Cultural Promotion

Social media platforms particularly Instagram, YouTube, and TikTok have become essential tools for cultural institutions. Research shows that social media supports visibility, strengthens institutional branding, and enables participatory engagement between museums and audiences ([Russo et al., 2008](#)).

Several studies indicate that visually oriented platforms such as Instagram are highly effective for communicating cultural artifacts through storytelling elements including caption-based

narratives, behind-the-scenes content, and interactive challenges ([Laia & Papadopoulou, 2021](#)). Short-form videos on platforms such as TikTok or YouTube Shorts are particularly effective for reaching younger audiences and promoting cultural themes in simple, engaging ways.

For museums focusing on traditional heritage, social media users tend to respond positively to narrative-driven content that reveals artisanship, historical background, and symbolic interpretation. This finding is relevant to museums such as Museum Keris Surakarta, where the cultural depth of the keris requires contextual explanation to ensure audience appreciation.

2.4 Keris as Intangible Cultural Heritage

The keris is recognized by UNESCO as part of the “Intangible Cultural Heritage of Humanity,” emphasizing both the physical artifact and the intangible cultural knowledge surrounding it. Academic literature describes the keris as a symbolic object that reflects philosophical, spiritual, and aesthetic values embedded in Javanese cosmology ([Aditiawarman, 2018](#)). Its production process, particularly the role of the empu (master bladesmith), involves ritual practices, traditional metallurgy, and symbolic elements that contribute to its significance as a cultural narrative.

Studies on Javanese weaponry describe the keris as a medium through which social hierarchy, identity, and cultural values are expressed ([Harnadi, 2020](#)). Its motifs and metal patterns, or pamor, often carry symbolic meanings related to protection, prosperity, or cosmological balance.

In the museum context, translating these complex symbolic and philosophical values into accessible knowledge presents challenges, especially for non-Indonesian audiences. This underscores the importance of developing narrative-based interpretation methods, including digital storytelling.

2.5 Digital Interpretation of Traditional Artifacts

Many scholars have explored the challenge of interpreting intangible heritage through digital media. According to [Giaccardi \(2012\)](#), digital heritage involves not only digitizing artifacts but also interpreting the experiences, stories, and cultural meanings attached to them. For artifacts like the keris where the intangible elements are as important as the tangible form digital storytelling becomes a necessary mechanism for holistic interpretation.

Studies show that narrative-driven digital formats, such as interactive videos, virtual exhibitions, artisan stories, and 3D reconstructions, help audiences understand the symbolic and historical context of traditional artifacts ([Champion, 2019](#)). Digital media also enable museums to highlight processes that cannot be demonstrated physically, such as the forging of the keris or the ritual practices associated with its creation.

3. Research Method

3.1 Research Design

This study employs a qualitative descriptive research design to explore the potential of digital storytelling to enhance the global visibility and cultural relevance of Museum Keris Surakarta. Qualitative methods are appropriate for this research because they allow in-depth examination of complex cultural phenomena, interpretive processes, and audience engagement strategies. According to [Creswell \(2014\)](#), descriptive qualitative research emphasizes detailed documentation and systematic interpretation of observed phenomena, thereby enabling

researchers to describe patterns, themes, and relationships without manipulating variables.

The study analyzes how digital storytelling strategies, such as narrative-driven videos, virtual exhibitions, social media content, and interactive online media, can be applied in the museum context. The descriptive approach allows for the identification of effective strategies, challenges, and opportunities specific to Museum Keris Surakarta.

3.1.1 Research Objectives

The objectives of this study are to:

Examine the current digital media practices and storytelling strategies implemented by Museum Keris Surakarta. Analyze successful digital storytelling approaches used by leading global cultural institutions. Evaluate the applicability of these approaches for enhancing the museum's international visibility and audience engagement. Develop recommendations for integrating digital storytelling into the museum's communication and promotional strategies.

3.2 Data Sources

3.2.1 Primary Data

Primary data for this study were collected directly from Museum Keris Surakarta to gain in-depth, context-specific insights into the museum's digital storytelling practices. Collecting primary data allows the researcher to understand firsthand how the museum manages its digital content, how storytelling strategies are implemented, and how staff perceive the effectiveness of these practices in engaging both local and international audiences.

The primary data collection methods included:

Semi-Structured Interviews

Semi-structured interviews were conducted with selected museum personnel, including curators, communication officers, and digital content managers. This approach was chosen because it provides flexibility, allowing the researcher to explore participants' experiences, perceptions, and opinions while maintaining focus on key research topics. Interview questions were designed to cover several areas, including:

Current digital media practices and online content strategies. Challenges in presenting the keris and its cultural significance through digital platforms. Observed audience engagement, including feedback and interaction on social media or virtual platforms. Suggestions for improving digital storytelling practices to enhance global visibility. Interviews were audio-recorded (with consent), transcribed, and coded to identify recurring themes and insights relevant to digital storytelling.

Observation of Digital Media Practices

The researcher conducted structured observations of the museum's digital platforms, including its official website, social media accounts (Instagram, YouTube, TikTok), and any virtual exhibition offerings. Observations focused on:

The type and frequency of content posted. Narrative styles and storytelling techniques employed. Visual presentation, including images, videos, and interactive features. User engagement indicators, such as likes, comments, shares, and audience interaction patterns.

Observational data were systematically recorded and analyzed to evaluate how digital

storytelling is currently utilized and to identify potential gaps and opportunities for improvement. By combining interviews and observations, the primary data provide a comprehensive understanding of the museum's current digital communication strategies, the role of narrative in heritage presentation, and the challenges faced in reaching international audiences. This rich dataset forms the foundation for the thematic analysis that guides the study's findings and recommendations.

3.2.2 Secondary Data

Secondary data were obtained from:

Academic journals, books, and conference proceedings related to digital storytelling, cultural heritage communication, and museum studies. Reports and publications from global museums and cultural institutions highlighting digital engagement strategies. Online resources and digital media archives to analyze content trends and audience engagement techniques.

3.3 Data Collection Methods

3.3.1 Interviews

Semi-structured interviews were conducted with selected museum personnel to obtain qualitative insights regarding:

Existing digital communication strategies.

Perceived challenges and limitations in reaching global audiences.

Opportunities for integrating narrative-based digital content.

3.3.2 Documentation and Content Analysis

Digital media produced by the museum, including social media posts, video content, virtual tours, and website materials, were systematically reviewed. The analysis focused on identifying:

Storytelling techniques.

Engagement strategies.

Visual and narrative consistency.

3.3.3 Observation

Direct observations of the museum's digital presence were conducted to assess audience interaction and the effectiveness of current digital strategies.

3.4 Data Analysis

Data analysis followed a **thematic analysis approach** ([Braun & Clarke, 2006](#)), which involves:

Familiarization: Immersing in the collected data from interviews, observations, and digital content. Coding: Identifying recurring patterns, themes, and concepts related to digital storytelling practices.

Theme Development: Grouping codes into broader categories, such as narrative structure, visual storytelling, audience engagement, and cross-cultural accessibility.

Interpretation: Evaluating the findings to identify the effectiveness and potential improvements for digital storytelling strategies at Museum Keris Surakarta.

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4. Findings and Discussions

The findings of this study reveal how Museum Keris Surakarta currently utilizes digital storytelling to communicate the cultural, historical, and philosophical significance of the keris to both domestic and international audiences. Data collected through interviews, observations, and content analysis indicate that the museum maintains an active presence across multiple digital platforms, including Instagram, YouTube, TikTok, and Facebook, as well as a website featuring virtual tours and digital catalogs. While these platforms enable basic visibility, the depth and coherence of storytelling vary, with some content focusing primarily on visual aesthetics rather than narrative meaning. Analysis of engagement metrics and audience interaction suggests that narrative-driven content, particularly artisan and behind-the-scenes stories, generates higher levels of user engagement and emotional resonance compared to static images or informational posts.

Discussion of these findings highlights both the strengths and limitations of the museum's digital communication strategies. Strengths include the museum's consistent use of multimedia platforms and the incorporation of short-form videos that appeal to younger audiences. However, challenges such as limited storytelling expertise, resource constraints, and low international reach constrain the museum's ability to fully leverage digital storytelling as a tool for cultural diplomacy and global visibility. By linking observed practices to the existing literature on museum digital engagement and narrative heritage communication, this study identifies actionable opportunities to improve content structure, thematic storytelling, and interactive experiences, thereby enhancing the museum's role as a globally recognized cultural institution.

4.1 Overview

This chapter presents the findings from the research conducted at Museum Keris Surakarta regarding the use of digital storytelling to enhance global visibility and cultural relevance. The data were collected through interviews with museum personnel, observation of digital platforms, and content analysis of social media, virtual tours, and website materials. The findings are organized into three main themes: current digital practices, challenges and limitations, and opportunities for narrative-based digital storytelling. Each theme is followed by a discussion linking the findings to existing literature.

The first theme, current digital practices, examines how the museum utilizes various digital platforms to present its collection and engage audiences. This includes social media channels such as Instagram, YouTube, TikTok, and Facebook, as well as the museum's website and virtual exhibitions. By analyzing the type, frequency, and narrative structure of digital content, this study identifies patterns in storytelling techniques and audience interaction. Understanding these current practices provides a foundation for assessing the effectiveness of the museum's digital presence.

The second theme, challenges and limitations, highlights the obstacles the museum faces in implementing effective digital storytelling. These include internal factors such as limited expertise in narrative design, resource constraints, and inconsistent content management, as well as external factors such as cultural translation challenges and limited international reach. Identifying these challenges is crucial to developing targeted strategies to improve digital engagement and expand the museum's global audience.

The third theme, opportunities for narrative-based digital storytelling, focuses on the potential

strategies that could enhance the museum’s digital presence. This includes integrating artisan stories, thematic interpretation of keris motifs, short-form video content, and interactive virtual tours. By leveraging these opportunities, Museum Keris Surakarta can transform its digital platforms into more immersive and culturally meaningful experiences. This chapter discusses how these strategies align with global best practices in museum digital communication and heritage storytelling, emphasizing their role in increasing both domestic and international engagement.

4.2 Current Digital Practices

4.2.1 Social Media Usage

The museum actively uses Instagram, YouTube, Facebook, and TikTok to share keris-related content.

Table 1. Digital Media Activity and Engagement Metrics of Museum Keris Surakarta (January–June 2025)

Platform	Type of Content	Frequency	Avg. Engagement			Observed Patterns
Instagram	Photos of keris, artisan videos, and event announcements	3–4 posts/week	120 likes, 20 comments/post			Visuals strong, captions short, limited narrative
YouTube	Short documentaries, keris-making tutorials	1 video/week	500 views, 30 comments/video			Step-by-step process, but narrative depth limited
TikTok	Short cultural clips, behind-the-scenes	2 posts/week	2,000 views, 150 likes/post			Engaging for younger audiences, high share rate
Facebook	Event updates, heritage news	2–3 posts/week	80 likes, 15 comments/post			Mainly domestic audience, low international interaction

Source: Data collected and analyzed by the author from Museum Keris Surakarta’s official social media accounts and website (January–June 2025).

The museum’s digital presence aligns with global trends in cultural heritage communication, using a mix of multimedia platforms to reach diverse audiences ([Russo et al., 2008](#); [Laia & Papadopoulou, 2021](#)). TikTok emerges as the most effective platform in terms of engagement metrics, particularly among younger demographics, indicating the importance of short-form, visually appealing content in contemporary digital storytelling. However, despite frequent postings, the content predominantly emphasizes visual aesthetics over deeper narrative or cultural explanations, especially on Instagram and YouTube.

This limitation echoes findings by [Huang & Lee \(2019\)](#), who argue that heritage institutions often struggle to move beyond static or purely visual digital content to convey the intangible cultural meanings that underpin artifacts such as the keris. The museum’s current approach prioritizes informational and promotional posts but lacks a coherent storytelling strategy to

engage international audiences and convey the symbolic and philosophical significance embedded in keris motifs.

4.3 Challenges and Limitations

Interviews with museum personnel and observations revealed several key challenges affecting the museum's digital storytelling capabilities:

1. **Limited Narrative Expertise:** Staff members acknowledge a lack of training and skills in crafting compelling digital narratives that can resonate across cultural boundaries. This restricts the ability to create content that conveys the deep cultural meanings of the keris.
2. **Resource Constraints:** Budgetary limitations hinder investments in high-quality content production, such as professional video editing, graphic design, and interactive web development. This restricts the potential richness and diversity of digital storytelling tools.
3. **Low International Reach:** Analytics indicate that the majority of the museum's followers on platforms like Instagram and Facebook are domestic Indonesian audiences, with limited penetration into global markets. This reflects broader challenges faced by heritage institutions in translating culturally specific narratives into formats that appeal to international viewers.
4. **Content Inconsistency:** The museum's posting schedule is irregular on some platforms, potentially reducing sustained engagement and audience growth.

These challenges resonate with the broader literature on digital heritage communication, which emphasizes the necessity of institutional capacity building, strategic content planning, and resource allocation to effectively leverage digital platforms ([Parry, 2019](#); [Alexander & Alexander, 2020](#)). Without these foundational elements, museums risk digital content that fails to engage or educate beyond surface-level visuals, undermining efforts at cultural diplomacy and international outreach.

4.4 Opportunities for Narrative-Based Digital Storytelling

Despite current limitations, the study identifies several promising opportunities to enhance the museum's digital storytelling approach:

- **Artisan and Behind-the-Scenes Narratives:** Content featuring the *empu* (master smiths) crafting keris items consistently receives higher engagement, suggesting strong audience interest in human-centered, process-driven stories that bring cultural craftsmanship to life.
- **Thematic Storytelling of Keris Motifs:** The symbolic meanings of keris *pamor* motifs such as protection, prosperity, or spiritual harmony offer rich material for thematic posts or video series that deepen audience understanding and cultural appreciation.
- **Short-Form Video Content:** Platforms like TikTok and Instagram Reels provide effective channels to deliver concise, emotionally resonant stories that align with the consumption habits of younger, global audiences.

- Interactive Virtual Exhibitions: Enhancing the website and virtual tours with audio narratives, clickable hotspots, and multimedia storytelling can create immersive digital experiences that convey both tangible artifacts and their intangible cultural contexts.

These opportunities are consistent with recommendations from heritage communication scholars who advocate for integrated, narrative-rich digital strategies to foster global engagement (Robin, 2016; Giaccardi, 2012). By prioritizing storytelling techniques that connect audiences emotionally and intellectually to keris heritage, Museum Keris Surakarta can elevate its digital presence from a promotional platform to a site of cultural dialogue and education, enhancing its role in international cultural diplomacy.

5. Conclusion

This chapter has presented a comprehensive analysis of Museum Keris Surakarta's current use of digital storytelling to enhance its global visibility and cultural relevance. The findings demonstrate that while the museum actively engages audiences through multiple digital platforms such as Instagram, YouTube, TikTok, and Facebook, the depth and coherence of its storytelling remain limited. Content often emphasizes visual aesthetics with insufficient narrative framing to fully convey the rich cultural, historical, and philosophical significance of the keris.

The study identified key challenges, including limited storytelling expertise, resource constraints, and a predominantly domestic audience reach, which collectively hinder the museum's ability to maximize the potential of digital media for international engagement and cultural diplomacy. Nonetheless, significant opportunities exist to improve digital storytelling by leveraging artisan narratives, thematic interpretations of keris motifs, short-form video content, and interactive virtual experiences.

Addressing these areas through strategic investment in content development and capacity building can enable Museum Keris Surakarta to transform its digital platforms into dynamic, culturally immersive spaces. This transformation is essential for cultivating deeper cross-cultural appreciation and positioning the museum as a prominent global institution in the preservation and promotion of Indonesia's intangible cultural heritage.

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