

## Story Villa Isola di dalam Instagram Komunitas UPILawas: Sebuah Kajian Arkeologi Publik = Villa Isola Stories on UPIlawas Community Instagram: A Public Archaeology Study

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### Abstrak

Dengan adanya archaeology by the public, di era informasi ini, siapa pun, baik individu maupun komunitas, berkesempatan untuk melakukan interpretasi cagar budaya dengan menyajikan story di berbagai platform media sosial. Di Bandung, terdapat komunitas UPIlawas yang secara khusus membuat cerita tentang bangunan cagar budaya Villa Isola di Instagram. Berdasarkan hal ini, story bangunan cagar budaya Villa Isola di Instagram komunitas UPIlawas tersebut dianalisis berdasarkan perspektif arkeologi publik, tema dan penyajiannya. Mixed method research dipilih dan dibantu oleh piranti lunak MAXQDA Analytics Pro 2018 pada tahap analisis. Hasil dari penelitian menunjukkan bahwa story bangunan cagar budaya Villa Isola memiliki perspektif mainstream archaeology, bertema dominan peace of mind, dan lebih ditujukan untuk generasi z.

.....With the existence of archaeology by the public, in this information age, anyone, both individuals and communities, has the opportunity to interpret cultural heritage by presenting stories on various social media platforms. In Bandung, there is the UPIlawas Community which, in particular, has made stories about the Villa Isola cultural heritage building on Instagram. Based on this, the stories of the Villa Isola cultural heritage building on the UPIlawas community Instagram have been analyzed based on the perspective of public archeology, themes and presentation. Mixed method research has been selected and assisted by the MAXQDA Analytics Pro 2018 software at the analysis stage. The results of the study have shown that the stories of the cultural heritage building of Villa Isola has a mainstream archaeology perspective, has a dominant theme of peace of mind, and is more aimed at generation z.