Indonesia’s Butterfly Museum which is located in the central of Batu city is one of a source information about 2500 species Indonesia’s butterfly knowledge that spread in many island. This Museum has two concepts; there are education and recreation, it make a visitors feel amaze when they are visit this museum. Actually the objective of education concept is to make visitors learns about the information of various species of butterfly in detail. This museum supported by some facilities; exhibition galleries, galerifantasi, laboratories, reading room as a place full of extracting information, and other administrative offices. Furthermore, in the recreation concept, it is integrated with the surrounding natural potential which is used to be the outdoor restaurant area’s viewers, outdoor souvenirs stall and to support a Greenhouse that invited the visitors to cruisethe butterflies live. The theme of this Museum is “Flying”, which has a meaning the butterfly have wings to fly, not only to move with the dynamic and light movement, but also they have a pattern in their movement.

Keyword: Flying, Museum Kupu-Kupu, education dan recreation