

ABSTRAK

Nama : Chelline & Jessica Jesse

Program Studi : Bisnis Perhotelan

Fakultas : Kewirausahaan dan Bisnis

Judul : Exploring Indonesia Kite Museum

Tujuan dari proyek Capstone ini adalah untuk meneliti tentang pariwisata di Indonesia, khususnya Museum Layang-Layang Indonesia di Jakarta, dan untuk mengetahui apa yang melatarbelakangi diadakannya workshop pembuatan layang-layang di museum tersebut, serta dampaknya terhadap museum dan pengunjung. (1) Pelaksanaan proyek Capstone ini meliputi perumusan rumusan masalah dan tujuan sesuai penelitian, sasaran pembaca yang tepat, serta manfaat bagi peneliti dan pembaca yang dihasilkan dari laporan penelitian. Prosedur selanjutnya meliputi (2) pembuatan alur cerita proyek sesuai naskah dan storyboard, berdasarkan hasil penggunaan metode kualitatif untuk mendapatkan jawabannya. Sesi wawancara membahas tentang informasi umum museum, workshop-nya, dan visi pemilik untuk masa depan. Wawancara dengan pengunjung juga dilakukan untuk mendapatkan gambaran keseluruhan mengenai museum dan workshopnya. (3) Jawaban-jawaban tersebut kemudian dipelajari dan dikategorikan menurut ranah pengalaman pengunjung untuk mengetahui apakah museum telah mencapai tujuannya, yaitu mengedukasi pengunjungnya. Berdasarkan data yang diperoleh maka dapat disimpulkan (4) bahwa tujuan mengedukasi pengunjung, beralih menjadi ide diadakannya workshop di museum, workshop museum menarik minat pelajar dan kelompok study tour untuk berkunjung ke museum dan yang terakhir adalah menjadi Sebagai usaha swasta, penambahan workshop membantu pendapatan museum. Pengalaman pengunjung secara keseluruhan juga menunjukkan bahwa mereka semua melewati ranah pengalaman pengunjung.

Kata Kunci: Museum, Pengalaman, Workshop, Layang-layang, Pendidikan.

Abstract

Name : Chelline & Jessica Jesse
Study Program : Hotel Business
Faculty : School of Entrepreneurship and Business
Title : Exploring Indonesia Kite Museum

The purpose of this Capstone project is to research about tourism in Indonesia, specifically Indonesia Kite Museum in Jakarta, and to find out about what initiates the kite making workshop in the museum, as well as the impact it has on the museum and visitors. (1) The execution of this Capstone project involves formulating the problem statements and purpose according to research, the right target audience, and the benefits for researchers and the audience resulting from the research report. The next procedure involves (2) creating the storyline of the project according to the script and storyboard, according to the results from using qualitative method to get the answers. The interview sessions talk about general information of the museum, its workshops, the owner's vision for the future. Interviews with visitors were also conducted to get their overall review regarding the museum and its workshop. (3) The answers were then studied and categorized according to the visitor experience realm to know whether the museum has reached their purpose, which is to educate their visitors. According to the data that were obtained, it can be (4) concluded that the purpose of educating visitors, started the idea behind having workshops in the museum, the museum's workshops attract students and groups on study tours to visit the museum and lastly, being a private business, the addition of the workshops helps with the museum's income. The overall experience of the visitors also suggested that they all went through the visitor experience realm.

Keywords: Museum, Experience, Workshop, Kite, Education.