

CHAPTER I

INTRODUCTION

1.1 Background

According to Indonesia Tourism, Indonesia holds the title of being the world's largest archipelago, spanning from Sabang in Aceh to Merauke in Papua. Comprising numerous islands connected with straits and seas, the archipelago boasted a total of 17,504 islands, with 7,870 of them named and 9,634 remaining unnamed, according to 2010 data from the Ministry of Interior of the Republic of Indonesia. Indonesia's economy benefits significantly from the tourism sector, which makes a substantial contribution of over two percent to its gross domestic product (Wolff, 2023). Tourism revolves around the places and attractions that are all about communities' culture, economy, and lifestyle. The very essence of tourism lies in the concept of destinations (Tripon and Cosma, 2018). Tourism is a multifaceted endeavor that spans various sectors of the economy, demanding contributions from economics, social, cultural, and environmental aspects. This characteristic of tourism highlights its diverse and interconnected nature (Lickorish, L & Jenkins C, 2007).

Cultural tourism involves exploring the unique aspects of a place—its customs, traditions, ceremonies, arts, and overall way of life. Importantly, this type of tourism helps preserve cultural heritage, maintaining the distinct identity of a community or nation (Ismayanti, 2012). Cultural and heritage tourism is described as travel focused on immersing oneself in the arts, heritage, and activities that authentically depict the stories of both the past and present. This aspect of tourism has garnered significant attention over the past decade, particularly in developing countries that require international support to preserve their invaluable heritage. Cultural heritage tourism stands out as a notable segment of the tourism industry and serves as a potent tool for economic development. Museums have emerged as key players not only in the realm of arts but also within tourism and leisure (Perera, 2013).

A museum is an institution where objects with historical, scientific, and artistic interests are being kept for educational and exhibitional purposes. These objects are called cultural objects or artifacts, which are widely variative, starting from collection of arts, historical objects to scientific specimens and much more. These rare collections of items are usually acquired by accomplishing certain types of activities like research, experiments, purchasement, donations, or even bailment. Museums are home to antiques. It preserves the valuables of one’s country, keeping these museum pieces safe and letting their histories live so that mankind nowadays knows what their ancestors went through during those times, gain knowledge, and broaden their horizons. It also lets younger generations of one’s country and people from different nations be familiar with what that one specific country has to offer, starting from its histories, cultures, heritages et cetera. Museum derived from the word “musea” in Latin, and in Greek with the word “mouseion” meaning, “seat of the Muses” (Lewis, 2023).

As of 2015, The Directorate of Museums mentioned that Indonesia is a home to 412 museums spreaded throughout different regions of Indonesia. According to data shown by Tourism Services of DKI Jakarta Province (2021), it is shown that DKI Jakarta itself has an estimated 89 museums that have expanded around its quarter from the year of 2018 to 2021. The table below shows the number of museums according to their types from the year 2018 to 2021 that are available in DKI Jakarta. The largest number of museums are general museums, while the least museums are technological, zoological museums, followed by specified museums in 2018. By 2018, 9 new specified museums have been added, and therefore, there are 18 specified museums total.

Table 1.1 Data of Museums in DKI Jakarta

Jenis Museum	JUMLAH MUSEUM MENURUT JENISNYA																	
	JAKARTA SELATAN			JAKARTA TIMUR			JAKARTA PUSAT			JAKARTA BARAT			JAKARTA UTARA			JUMLAH		
	2018	2020	2021	2018	2020	2021	2018	2020	2021	2018	2020	2021	2018	2020	2021	2018	2020	2021
Seni Rupa	3			1			0			5	3	3	0			9	3	3
Arkeologi & Sejarah	1		1	2			11	3	3	2	1	2	1	1	1	17	5	7
IPTEK	0			3			0			0			0			3		
Khusus	3			0			3			2			1			9		
Umum (Pusat)	5			14			6			3			0			28		
Kebun Binatang & Akuaris	0			4			0			1			1			6		
JUMLAH	12		1	24			20	3	3	13	4	5	3	1	1	72	8	10

Source: (jakarta.bps.go.id, n.d)

A museum serves as an educational facility and a tourist destination that enhances knowledge, provides information, and preserves culture. In the realm of education, a museum holds significance as a crucial place for learning about historical events due to the presence of historical artifacts. Besides serving as a repository for historical items, a museum also plays a role in cultural preservation and strengthening national identity (Yuniarsih, 2020).

Visitors' target segmentation and behavioral aspect can be crucial to evaluate the impact of exhibitions on their experience to enhance and to further improve the quality of said museum. This ensures that museum managers know who to aim for and thus knows how to make their museums appealing towards their targeted customers. Eilean Hooper-Greenhill mentioned that there are multiple segmentations of visitors of which include (Greenhill, 1999) families, school, other organized educational groups, leisure learners, tourists, the elderly, and people with visual, auditory, mobility or learning disabilities. A descriptive analysis was carried out by Pine and Gilmore to understand more about the visitor's experience realm, which includes: Education, Entertainment, Escapism, and Esthetics (Pine and Gilmore, 2015).

The purpose of a museum is more than just its traditional functions of collecting, preserving, exhibiting, and appreciating knowledge of history. In modern times, museums are evolving into becoming more inclusive and inviting as it offers diverse services aimed towards targeted visitors. As mentioned by the research from Chan on 2019, these services offer various tangible and intangible experiences, they include organizing educational courses and seminars, operating book shops and restaurants, producing informative brochures, and providing other amenities that can aid in the spreading of information (De Rojas and Camarero, 2008).

De Rojas and Camarero also mentioned that modern museums nowadays are designed to attract newer generations of visitors, encouraging them to take part in the exhibition. Moreover, museums are transforming into educational service centers that provide a wide range of activities for both young people and adults, for

instance, scavenger hunts, designs, hands-on experience, et cetera. Providing amusing experience may lead to visitor satisfaction which creates a sustainable long-term growth of the museum. For example, unlike any other museums in Jakarta, the Indonesia Kite Museum provides visitors with several hands-on experiences, particularly the kite-making workshops.

1.2 Problem Statements

According to the background that has been presented above, some problems to be presented are as follows:

1. What initiates the execution of the hands-on kite-making workshop in the Indonesia Kite Museum?
2. To what extent does the hands-on experience of kite-making workshops affect Indonesia Kite Museum?
3. To what extent does the museum affect the visitors who have visited and completed the hands-on kite-making workshop?

1.3 Objectives of Paper

According to the problem statement above, the purpose of this paper is as follows:

1. To understand how and why the Indonesia Kite Museum decided to offer a hands-on experience.
2. Acknowledging the importance of the kite-making workshop for Indonesia Kite Museum.
3. To know guest's experiences upon finishing the workshop session

1.4 Benefits of Paper

The benefit of this paper is to let both researchers and target audience to be more concerned about museums and what kind of activities are provided in museums in their surroundings. In addition, this paper may also aid in educational and tourism institutions.

1.4.1 For Researchers

Conducting research at the Indonesia Kite Museum lets researchers understand further about the workshop sessions, especially the kite-making workshop that is offered by the museum, and how the session affects the museum.

1.4.2 For Target Audiences and the Society

This paper may aid the target audience, especially Generation Z, to see a different perspective of museums. Making them understand that museums are not a place only filled with antiques and histories, but these institutions also provide interesting activities for visitors to do. This paper aids Generation Z to see museums as a place where they can find all 4 factors of visitors' experience, which is: Education, Entertainment, Escapism, and Esthetics (Pine and Gilmore, 2015).

1.5 Target Audience

With the problem statement and purpose of the paper, this paper is targeted to visitors specifically Generation Z, with the age range from 11 - 26 years old (Mulroy, 2023). The population census of 2020 showed that the composition of Indonesia's citizens is largely contributed from Generation Z at 27.9%. It is predicted that the Millennial Generation is the motor of movement for Indonesia, however, the amount of population sits lower than Gen Z at 25.87%. Hence, Gen Z holds an important role in providing a significant role in Indonesia's growth and progress (Rakhmah, 2021). This paper targets the younger generations who are interested in exploring a new kind of entertainment and activities.