

CHAPTER II

OBJECT AND LITERATURE REVIEW

2.1 Review of the Object

Indonesia Kite Museum was founded by Mrs. Endang W. Puspoyo. She has a passion for kites and had been collecting them for a while. She decided to open the museum on March 21, 2003. The museum is inaugurated by The Ministry of Culture and Tourism, I Gede Ardika. The Indonesia Kite Museum was founded with the goal of being the center for kite education in Indonesia. The museum helps run kite festivals, exhibitions and kite decorating events around Jakarta. The museum stands on a land stretching up to 2.750m², surrounded by shady trees. The building itself adapts its style from Balinese and Javanese architecture, so visitors will feel as if they are not in the busy South Jakarta, but rather in a quiet and natural countryside (Rohman, 2022). Now the museum is a home to over 600 kites from around the world (Diera, 2023). According to the ministry of education, culture, research, and technology of the republic of Indonesia, Indonesia Kite Museum aims to preserve the culture of kites, introduce new kites, educate, improve creativity, explore the unique usage of kites, and to understand the history behind kites all around the world.

2.1.1 Featured Attractions

A kite resembles an airplane in that it is a heavier-than-air object designed to fly. Typically composed of three primary components, these include the kite body, which varies in shapes and sizes, the bridle (or harness), and the control line (or tether). The kite body consists of a framework constructed from lightweight materials such as wood or plastic, covered by materials like paper, fabric, or plastic to create a wing-like structure. The bridle and control line serve the crucial function of allowing the kite flyer to manage the kite during flight. The control line links the kite to the kite flyer and is attached to the kite through the bridle, enabling the kite to pivot and dive around the point where the bridle connects to the control line (Hulslander, 2012).

The term "kite" originates from a bird species in the hawk family, known for its elegant, gliding flight. Traditionally, kites were constructed with natural materials like bamboo, wood, fabric, or paper. However, modern kites often incorporate synthetic materials for enhanced performance and durability (Maxwell, 2018).

There are a total of eight different types of kites:

1. Delta Kites



Source: (kiteworld.co.uk, n.d)

Figure 2.1.1 Delta Kite

The delta kite is widely recognized as one of the world's most popular kites. It is a preferred choice for beginners because it can be launched and flown with ease, even in gentle winds. Delta kites have a triangular shape, with a keel keeping the spine straight and sturdy, while a spreader ensures that the kite maintains its triangular form.

2. Diamond Kites



Source: (commons.wikimedia.org, 2009)

Figure 2.1.2 Diamond Kites

Diamond kites are a well-known and easy-to-recognize type of kite. They have a diamond shape and are simple to make, especially for kids and beginners. With the right materials, diamond kites can be made sturdy enough to handle strong winds. Originally, diamond kites were crafted from paper, but nowadays, they are often constructed with ripstop nylon, which makes them sturdier.

3. Parafoil Kites



Source: (Windpowersports.com, n.d)

Figure 2.1.3 Parafoil Kite

Parafoil kites, also known as foil kites, stand out because they don't have a frame, making them less likely to break when they crash. They have two surfaces separated by vertical ribs, creating small cells. When these cells fill with air, the kite becomes semi-rigid and can fly. Some foil kites use multiple

bridle lines to keep their shape. The most common material for making parafoil kites is ripstop nylon. Some are made from high-quality polyester to boost durability while staying lightweight.

4. Cellular Kites



Source: (Jim's Kite, n.d)
Figure 2.1.4 Cellular Kite

Cellular kites are three-dimensional kites with various shapes, so there's no typical look. A common type is the box kite, which has four parallel struts, and the sail wraps around each end. Some cellular kites are complex, with wings, vanes, or fins. Ripstop nylon is a widely favored material for commercially manufactured cellular kites. Alternatively, for a do-it-yourself (DIY) endeavor, one can create a cellular kite using materials such as construction paper, newspaper, or any other lightweight material.

5. Sled Kites



Source: (inthebreeze.com, n.d)

Figure 2.1.5 Sled Kite

Sled kites have one flat surface with sticks on the sides to keep their shape while flying. In the past, the sticks were solid, but nowadays, sled kites have inflatable sticks, which makes them better at surviving crashes. These inflatable sticks also make sled kites easier to carry and store because they can be deflated and put in small spaces. Sled kites are mostly made from lightweight plastic.

6. Rokkakus



Source: (my-best-kite.com, n.d)

Figure 2.1.6 Rokkaku Kite

Rokkakus are six-sided fighter kites from Japan, popular in the West. They have a stable hexagonal shape with a four-point bridle and outperform other kites. They're great for kite art with symmetrical designs, often featuring Samurai or colorful artwork. Their large size and simplicity make them ideal for atmospheric science and kite aerial photography. Traditional rokkakus used washi paper and bamboo for a lightweight design, while modern versions in the West use ripstop nylon and carbon spars for increased durability.

7. Stunt Kites



Source: (bilboquetsport.com, n.d)

Figure 2.1.7 Stunt Kite

Stunt kites, or sport kites, are known for performing impressive tricks in the air. They're highly maneuverable, allowing flyers to control them precisely for tricks. Stunt kites typically use dual-line controls, which are easier to manage than single-line ones. Some use quad-line controls for even more precise maneuvers. Because they do complex tricks, stunt kites are prone to crashes. That is why they are made from durable yet lightweight materials like ripstop nylon and polyester.

8. Traction Kites



Source: (Campbell, 2010)

Figure 2.1.8 Traction Kite

Traction kites, or power kites, are big kites that give a strong pull. They are great for sports with boards or vehicles like skis, snowboards, kiteboards, and roller skates. People use them for kitesurfing, kite skating, kite boating, kite buggying, and kite skiing. Traction kites are often made from ripstop nylon, which is both tough and lightweight.

Indonesia Kite Museum opens every day, from Monday to Sunday from 9:00 AM to 17:00 PM, except on public holidays. The admission fee is Rp 25.000

for adults and Rp 20.000 for children, which already include audiovisuals, museum tour and kite-making workshop. The kite exhibition room has a traditional javanese ambience. Most of the furniture is made of wood with traditional javanese motifs, and the ceiling is made of woven bamboo which is usually used as walls by javanese typical buildings. This exhibition room is divided into two sections, the national collections which originate from Indonesia itself and the international collection, which originates from several countries such as Malaysia, Thailand, China, Japan, Korea, and a few European countries.

Moreover, aside from categorizing them according to their origins, these kites may be categorized according to their types. Generally, in this museum itself, the kite collections are divided into two, a two-dimensional kite and a three-dimensional kite. A two-dimensional kite has a length and a width with no space, they have a simpler shape combined with paper, cloth or leaves as their body. While the three-dimensional kite has three sides, namely length, width, and height. They have a more complex shape as they are creatively and uniquely crafted with the kite-craftsman idea. Apart from that, records and awards are also being kept in the exhibition room. To have a glimpse of the other kite collections, visitors can see them virtually through a DVD Player in the audiovisual room. It is a fifteen-minute 65kites from then till now, and documentation recordings of the museum itself to show visitors about some of its precious collections that have achieved several awards throughout time.

2.1.1.1 Collection of Kites

The exhibition room showcases 100 collections of kites, but these collections may vary from time to time. Some examples of the showcased kites include:



Source: (Chelline and Jessica, 2023)

Figure 2.1.1.1 Diamond Kite

Diamond kites are one of the most common and simple kites. There are a lot of diamond kites' collections with various designs, starting from the traditional to modern patterns.



Source: (Chelline and Jessica, 2023)

Figure 2.1.1.2 Traditional Indonesian Kite

Above is one example of Indonesia's traditional kite. Most national kites have the same shape, ellipse shaped for the top part of the kite, which are still preserved until now. Apart from its shape, most Indonesian kites have a distinctive design. For example, Sumatra's kites are rich with Malay nuances patterns. Meanwhile, Javanese's kites are dominated with wayang patterns.



Source: (Chelline and Jessica, 2023)
Figure 2.1.1.3 Traditional Kolepe Kite

Apart from traditional kites that are made up of paper and fabrics, the museum also cherished the oldest type of kites from Muna, which was said to be more than 4000 years old. The kite above is called “Khagati Kolepe”, the oldest kite in Indonesia, which was made of kolepe leaves. The museum also has other several collections of these kolepe leaves kites.



Source: (Chelline and Jessica, 2023)
Figure 2.1.1.4 Rokkakus

This is an example of rokkaku kites, a Japanese inspired kite which has 6 sides, or a hexagonal shape, with a four-point bridle. Moreover, this type of kite is known as the Japanese fighter kite, so most rokkaku has a drawing of samurai drawn on it.



Source: (Chelline and Jessica, 2023)

Figure 2.1.1.5 International Kite

These are some examples of International Kites. The kites above originate from China, which has a size starting from two centimeters. Apart from that, the museum also showcases other international kites from other countries, covering Malaysia, Thailand, Japan, Korea, and other European countries.



Source: (Chelline and Jessica, 2023)

Figure 2.1.1.6 Traditional Three-Dimensional Kite

Apart from two-dimensional kites, the museum also boasts numerous three-dimensional kites, including traditional and modern designs.



Source: (Chelline and Jessica, 2023)
Figure 2.1.1.7 Three-Dimensional Kite

This is another example of a three-dimensional kite. This particular kite is called Octopus. Apart from this kite, the museum also has other marine animals inspired kites, including Manta Rays, Seahorse, even a eight-meters long Octopus. Indonesia Kite Museum also showcases other wild and mythical animals including, Pegasus, Dragons, Elephant, etc.



Source: (Chelline and Jessica, 2023)
Figure 2.1.1.8 Traditional Kites with Usage

The kite above is one of the unique kites that has a special benefit. In the olden days, this kite is being used to convey information, particularly to spread a word about weddings. Other than this kite, it also has several kites with different usage, for example, a kite for fishing.

Not only kites are being showcased in the museum, but the Indonesia Kite Museum also has a Gallery room which exhibits paintings. The paintings displayed are the creation of an artist called Widodo Djiaan. Since 2006, the museum has hosted a solo exhibition of Widodo Djiaan's paintings with the theme of "Puspa Nusantara Exotica". Most of the artworks are dominantly painted using acrylic paint that are then poured onto canvas. These paintings are added up to a total of 70 portraits of various sizes and shapes.

Upon entering the museum's courtyard, the tour guide will approach guests, offering what kind of activities they would like to do first. They may choose between watching an educational film, exploring the collections or making their own kites first. After these three main activities are completed, they are given free time by the tour guide. In this free time, there are still several activities that can be done, for example, participating in the other workshops that are available, discovering the gallery room, enjoying the museum's courtyard to fly the hand-made kites or playing swings and slides, or even visit the souvenir shop. The shop offers various items that can be purchased, including kites, hand-made fans, and other decorative items.

2.1.1.2 Kite Workshops

Indonesia Kite Museum features several types of kite workshops, which includes kite-making and kite-painting. The free kite-making workshops that are already included in the admission fee are divided into two types, one for children and the other for adults. The workshop for children uses a paper with a drawing of butterflies already printed on it, and the bamboo is already attached to the paper kite. It is quite simple as children only need to cut the kites according to the outline and colour the butterfly using crayons. As for the adult workshop, it is quite different as they need to start from scratch. First of all, visitors need to attach the bamboo with the paper using a glue. As for the paper, baking paper is used for this kite-making workshop. The second step is to cut the remaining paper according to the kite's outline. Afterwards, when the kite is all assembled according to a frame

of a diamond kite, visitors may start decorating with crayons. When it is all finished, the tour guide will help visitors to attach the strings to the hand-made kites.

Delta kites, a triangle shaped kite which are made of parachute cloth, are being used for the kite-painting workshops. The kites that are provided is white in colour and have two thin tails on the bottom right and left side, and one big tail attached to the bottom middle of the kite. There are two sizes for these delta kites, it costs Rp 50,000 for the small delta kite and Rp. 60,000 for the big delta kite. These delta kites are already perfectly assembled, which means that visitors do not have to assemble a single thing. They only need to draw their design in the kites using an acrylic paint. Upon finishing their design, they may start to fly their kites in the museum's courtyard.

2.1.2 Location of Indonesia Kite Museum

The Kite Museum of Indonesia is located in Jl. H. Kamang No.38, RT.8/RW.10, Pd. Labu, Kec. Cilandak, specifically in South Jakarta.



Source: Google Maps

(https://maps.app.goo.gl/QGLBPPPww1xELYir5?g_st=ic)

2.1.3 History of Indonesia Kite Museum

2.1.3.1 History of Museum

With the goal of preserving the special traditional kite culture from different parts of Indonesia, Indonesia Kite Museum was once a museum where kites were manufactured and exported to other countries. Endang fell in love with kites when she bought one in the United States in 1970. Since then, she's been really excited about anything related to kites. In 1988, Endang W. Puspooyo started Merindo Kite & Gallery, a spot for kite fans to have kite festivals (May, 2023). The kite festival took place in Bumi Serpong Damai, Tangerang in 1993. Endang's love for kites was so strong that she bought some land next to her home. On that land, they built a building called Indonesia Kite Museum, and it officially opened on March 21, 2003 (May, 2023).

2.1.3.2 History of Kites

Kites are thought to have originated in ancient China, where they were crafted from lightweight materials such as silk, paper, and bamboo. This practice remains a cherished national tradition, and every April, Weifang in Shandong province hosts an annual kite festival, considered the birthplace of the first kites. Around 2,000 years ago, General Han Hsin is said to have flown a kite over the walls of a besieged city to calculate the length of a secret tunnel using trigonometry. While kites were historically employed for scientific and surveillance purposes, drones have largely taken over these roles in recent times. Nonetheless, the enjoyment of flying kites has a substantial modern following, with kite festivals being celebrated in Japan, India, and various parts of Europe (Brown, 2023).

In Indonesia, it is believed to have first been discovered in Sulawesi when a collection of captivating paintings, some of which date back over 40,000 years, was discovered by La Hada in 1996. Among these, there is a specific artwork discovered in a cave on Muna Island of what appears to be a person flying a kite. However, it wasn't until 1997 when a German man named Wolfgang Bieck visited Indonesia that the significance of this finding truly came to light. During his visit,

Suarnadi Makuta, the leader of the 'Muna Traditional Kite Club,' informed Wolfgang about the existence of a cave painting featuring a kite on Muna Island. This revelation piqued Wolfgang's curiosity, especially since China had long laid claim to the kite's origin. Subsequently, he returned to Indonesia a few years later, accompanied by his wife, Mong Hie. Their journey took them to Muna Island, situated just off the southwestern coast of Sulawesi, where they had the opportunity to witness the sole prehistoric cave painting of a kite in existence (George, 2017).

Throughout the centuries, kites have been used in many different types of activities, such as protecting against evil, conveying messages, representing gods, displaying banners, exploring nature, spreading propaganda leaflets, catching fish, spying on foes, transmitting radio signals, monitoring the weather, taking pictures of the Earth, and carrying people into the sky. As time passes, modern kites are being used as a medium for pleasure and recreational activities, as well as a form of artistic expression.

2.1.4 Superiority of Object

Apart from the kite-making workshop, there are several amusing workshops that visitors can attend with a notice of additional fee being applied. For the supplementary paid workshops, they are as listed below:

Painting on Polyester Kite



Source: (Wirawan, 2018)

Figure 2.1.4.1 Kite Painting

A 30-minute kite-painting session with a choice of small or big delta kites. Painting on small delta kites cost Rp 50.000, while the big delta kites cost Rp 60.000.

Painting on Paper Umbrella



Source: (rmol.id, 2014)

Figure 2.1.4.2 Umbrella Painting

An engaging and creative 30-minute workshop that focused on painting artistic designs on umbrellas. The participation fee of this workshop is Rp 100.000.

Batik on Fabric

A 90-minute batik lesson on fabric, providing participants with the option to choose either a single-color dye or the use of up to four different colors. The cost for the one-color dye workshop is Rp 75.000, while the option to use up to four colors is priced at Rp 150.000. This workshop is available everyday, however, advance reservations are necessary.

Wayang Painting

With the price of Rp 50.000, visitors can paint their own wayang guided by an expert with the provided materials.

Traditional Javanese Dance



Source: Instagram @Museumlayanglayang.id
Figure 2.1.4.3 Javanese Dance

A 120-minute Traditional Javanese Dance class, which is available as a one-time session for Rp 150.000 or as a package of four classes for Rp 500.000. In order to participate in this dance class, advance bookings are required, as classes are exclusively offered on Tuesdays at 17:00 PM and Saturdays at 15:00 PM.

2.2 Literature Review and References

2.2.1 Video References

Table 2.2.1 Video References

No .	Reference Title	Video Link	Source	Content	Purpose
1	Filantropi Endang Ernawati - Museum Layang Layang Indonesia Eps. 97	https://youtu.be/dxpJacnZVXo?si=XBfUbr1cERtzkWOz	Youtube (Filantropi)	Interview with the museum owner, Bu Endang	aids in the contents of the paper and the product

2	Indonesia Kite Museum	https://youtu.be/kdD-U9fH9_8?si=AsSUP7R1wqP2EvqW	Youtube (Kang Karta Official)	Vlog, showcasing the museum's surrounding	reference for the video style and also serves as additional information for the paper.
3	Macam-Macam Bentuk Layangan di Museum Layang-Layang Indonesia Indonesia Plus tvOne	https://youtu.be/bCw5ItnCuWM?si=u9HoqRWDINtSLZ3W	Youtube (tvOneNews)	Explanation of the different types of kites in the museum	reference for the video style and also serves as additional information for the paper.
4	Es Teh Manis - 1 minute short movie	https://youtu.be/6pRGiE55dYo?si=jc8d7XKI-A9PZ6ZI	Youtube (A Indra Bayu)	A cinematic short film about tea	reference for the product's video technique
5	Past Futures: Nostalgia in the Age of Escapism	https://youtu.be/cUz1BFVRExs?si=DK30s6jTCVGvNhzs	Youtube (Asher Isbrucker)	A documentary about nostalgia	reference for the product's video technique

2.2.2 Literature References

Table 2.2.2 Literature References

No.	Reference	Content
1	Eileen Hooper-Greenhill	Visitors' target segmentation and behavioural aspect can be crucial in order 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. There are multiple segmentations of visitors of which include families, schools, other organized educational groups, leisure learners, tourists, the elderly, and people with visual, auditory, mobility or learning disabilities.
2	Pine and Gilmore	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. Their purpose of visit can be classified into these four categories, to understand why people visit these destinations.

		The experience can help these places to understand more about their customers and why they decided to visit them.
3	De Rojas and Camarero	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.
4	Lickorish, L & Jenkins C	Tourism is a multifaceted endeavor that spans various sectors of the economy, demanding contributions from economic, social, cultural, and environmental aspects. This characteristic of tourism highlights its diverse and interconnected nature.
5	Yuniarsih	A museum serves as an educational facility and a tourist

		<p>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</p>
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