

CHAPTER IV RESULTS DESCRIPTION AND DISCUSSION

4.1 Scene Description

4.1.1 *Scene 1: Contrast between life in the present and in the past*

The scene begins with a comparison of life in the present and life in the past. It opens with a clip of someone working on her portable computer, people busy strolling the streets, and traffic on the streets. This scene illustrates the hectic pace of daily life. The subsequent scene shifts to little kids playing with each other in a rural setting, surrounded by lush greenery which signifies the tranquility of the countryside. Moreover, a kite is delicately swaying from a tree branch which reminisces people of their childhood.

4.1.2 *Scene 2: Interviewees' Childhood Nostalgias*

The next scene follows with a black screen with a typewriter style, reading “*We asked several people about their childhood nostalgia.*” The first interviewee, Mr. Asep Wirawan, describes how he spent his leisure time during his youthful days, saying that he would either play or make kites in Bandung every afternoon. In his hometown, roads were narrow, so they used to play in the alley. Continuing to Mrs. Endang Ernawati, the second interviewee, recounts the games she used to play, such as marbles, slingshots or making handcrafted pistols. The next interviewees are two students, describing that everything is simple when they are still young. Everything is provided and they do not have to think about what food they are going to eat the next day. Following the scene after them is a married couple, also recalling about the games they used to play. The wife said that she used to play hide and seek and *bentengan*, whilst the husband said that he played kites as kites were known as a game to fight against opponents. And to conclude their childhood nostalgia, the two students explain about the difference between their younger days and their contemporary life, by saying that these days they think more of what they are going to eat and do the next day, whilst back then it was all prepared without them thinking about anything. Last but not least, Mrs. Endang

also stated that everything is digital right now, back then they did not have any, so they were sincerely happy because that was all that they got.

4.1.3 Scene 3: Bridging scene to Indonesia Kite Museum

The scene starts with footage of childhood photos and people going about their daily activities, which shows the contrast of the past and the present, along with a voiceover of the narrator's voice *"In a world hurtling towards an uncertain future, we find ourselves caught between the vivid contrasts of the present and the embrace of memories"*. Proceeding to the next clip describes how fast-moving the world is with technology, advancements, and progress of people's life, and within all these occurrences taking place, something is lost, which is a connection to a simpler time. The narrator continues to narrate with a voiceover of *"Today's world moves at an unrelenting pace. Technology, advancements, and the race for progress have woven a tapestry of convenience and complexity. But within this tapestry, something is lost—a connection to a simpler time."*

4.1.4 Scene 4: Introduction to Indonesia Kite Museum

To bridge to the next scene, a transition to the next screen occurs displaying a typewriter style text that poses a question of *"Have you ever stopped to wonder what it would feel like to travel back in time to escape and relive those memories?"*. This particular text serves as a connection into the main theme of the discussion. To start off, the subsequent footage introduces the museum's surroundings and showcases some of the activities that can be done in the museum, such as coloring and kite-flying. The scene is supported by a voiceover of *"Step into Indonesia Kite Museum, a place where there's a comforting familiarity in nostalgia, a sense of revisiting a time when life felt simpler, warmer, and perhaps more innocent. It's a gentle tug at the heartstrings, reminding you of the beauty of bygone days."*

4.1.5 Scene 5: Introduction to Kites

The upcoming scene elaborates additional details on kites, featuring clips of kites that are being showcased in the museum. This scene gives a little background to kites, and the types of kites that are being exhibited in exhibition halls. This scene is accompanied by a voiceover of *“Life was more uncomplicated, just like a kite. A simple makeshift toy that is made out of paper, plastic, or cloth, that is flown in the air using a lengthy string. As time passes, kites become more than just a toy, they become an instrument of assistance in man’s daily life, and as an element of culture. We can find 2 dimensional and 3 dimensional kites with different sizes that vary from local to international. Some examples are the delta kite, diamond kite, and rokaku kite.”*

4.1.6 Scene 6: Bridging to Workshops

The next scene explains how a world advanced by technology has shaped the preferences of new generations, leading them to seek excitement in activities that spark creativity and imaginations. To start off, the scene commences with footage of someone indulging herself in computer games, showing contemporary digital thrills. The scene then shifts to children participating in the museum’s workshop. It started from folding and coloring their handmade kites, to a little kid happily flying his hand-made kite. Additionally, it also captures moments of people engaging in pottery-making workshops and baking, underlining the diverse range of creative activities that are available in the world. This scene is supported by a voiceover of *“In a world fueled by technology and virtual experiences, new generations are embracing a different kind of thrill—one that involves getting their hands dirty, exploring the tangible, and creating real memories. This museum isn't just about admiring art; it's about experiencing it.”*

4.1.7 Scene 7: Interview sessions with museum’s owner and guide

To open the next scene, footage of the museum’s surroundings are being shown again, followed by an interview session with one of the museum’s tour guide and the museum’s owner. The session started with Mr. Asep Wirawan who gave a

brief introduction about himself. He said that he is working there as a tour guide, kite-maker and also a kite-player. Before he worked in the museum, he enjoyed flying kites since he was little. Moreover, he started making kites when he was in primary school back in his hometown. Then, he used to participate in kite festivals with the owner of the museum, which made him finally work in Indonesia Kite Museum. The next scene continues to Mrs. Endang Ernawati, who also gives a short introduction about herself, revealing that it has been 40 years since she pursued kites, but it was only 20 years ago since the museum was established in the year of 2003. Furthermore, she used to be in a different field of career before kites. She was afraid of the sun, so she opened a salon, a beauty salon, and a school that avoided the sun. She started working when she was 17 years old, every day after school she always thought about going home because the salon and school was a source of money for her. Lastly, she also adds that the building needs to be preserved as it was built in 1869.

The next clip continues back to Mr. Asep Wirawan, where he explains more details about the museum activities. He stated that the entrance ticket for adults is Rp 25.000, and Rp 20.000 for children, which includes a kite-making workshop. For little kids up to 3rd grade, they only get to fold and color the kites. As for the 4th and 5th graders up to adults, they get to install the frame, so they will glue, stick, cut, and color. Afterwards, the end products can be brought home. As for the additional workshop, there is kite painting that is made of cloth, which is called delta-kite painting. It is made from a parachute cloth, the frame is made out of bamboo, and it can be folded. As for the design, acrylic paints are provided to paint the kite. Apart from this kite-painting workshop, there is wayang painting, umbrella painting, and batik painting. This scene is supported by footage of people participating in the kite-making workshops.

To end this scene, a clip of Mrs. Endang is being shown again. In this part, she narrates a little about what started the workshop. She explained that two years ago, she passed down this museum to her children, who are more into culture. Mrs. Endang's children disclosed that if the museum only displays kites, it will not be

able to cover the cost. Moreover, since the museum is a private organization, they prefer to educate visitors, so there in the museum, visitors not only get to see, but also get to obtain general knowledge about kites. That is why until now, there are these workshops for visitors to amuse themselves. As for the kite-making workshop itself, it is divided between kindergarten, primary school, secondary school, and more.

4.1.8 Scene 8: Bridging to interview sessions with visitors

The next scene transitions from the interview sessions with the museum curators to interview sessions with the visitors. Within this scene, footage of the museum's picturesque surroundings is being exposed. Glimpses of visitors participating in the workshops are also being portrayed. Accompanying these visual elements is a voiceover which narrates "*The museum's ambiance invites visitors to not just witness but also to experience. Interactive sessions allow guests to try their hands at crafting their miniature kites, forging a deeper connection with the art form.*"

4.1.9 Scene 9: Interview sessions with the museum visitors

Entering the subsequent scene, it disclosed the visitors' experience regarding the workshop. The first interviewee was Frederick Hansen, who spent his weekend in the kite museum. He mentioned that the workshop itself is interesting as visitors are given kites from scratch. Starting from zero, they were instructed to stick, cut and then draw on the kites. Additionally, he also revealed that although he was confused about the design, it was interesting and refreshing. He stated that he was currently working, so to be able to relax like that on the weekend, it is quite fascinating. The second interview was a brief session with a little kid named Kayan. He said that he was happy and liked the museum. On top of that, he also showed the narrator his creation, which is a drawing of a dragon on his kite. Lastly but not least, the last interviewee was a young woman from a community called "Traiton", this community goal is to give children the right to experience traditional games

and to prevent the addiction of gadgets. On that day she was assigned to accompany several children to visit the museum. She described that the museum is amusing as children got to step back from the digital world to trigger their imagination and creativity. She outlined that the museum's focus is not only to observe and make kites, but there is an open space where kids can run around playing with their handmade kites. It gives her a different nuance which differs from the daily surroundings nowadays. That is how she recalls herself with the past. Meeting little kids and watching them playing with traditional games takes her back to memories of her youth.

4.1.10 Scene 10: Last interview session with Mrs. Endang Ernawati

For the last interview scene, the spotlight comes back to Mrs. Endang who expressed her heartfelt hope and further goal for her museum. She conveyed that Indonesia Kite Museum is the only kite museum in Indonesia. She tried to encourage her friends to open up a kite museum in another city like Yogyakarta, Surabaya or elsewhere. She hoped that it would ignite a passion for preserving the cherished tradition among younger generations. To finalize her tale, she acknowledges her initial disinterest in kites, but cultural awareness has to come from the younger generations and is a good preservation for the country. Gratefully, Mrs. Endang notes that the museum frequently receives invitations from ministers to participate in kite festivals. In conclusion, the Indonesia Kite Museum has gained recognition, with its presence widely known throughout the country.

4.1.11 Scene 11: Closing Scene

To bring the scene to its conclusion, the camera gracefully captures the narrator strolling amidst the vibrant atmosphere, joyous visitors immersed in the delightful kites creation, creating a tapestry of colorful movements and expressions. Afterwards, the scene closes with footages of kites in Pantai Pasir Putih in Pantai Indah Kapuk, Jakarta . This visual representation is enriched with a voiceover of *“As you leave the museum, there's a sense of having soared through time and culture. The experience leaves an imprint, fostering a deeper appreciation for the*

artistry, history, and significance of something so simple yet extraordinary. Kites being a testament to our childhood nostalgia, while a beautiful sentiment, is a tether to the past, yet a catalyst for appreciating the present day for its culture, and as a remembrance to our innocence and youth.”

4.1.12 Scene 12: Credit Scene

The last scene for the video is the credit scene, to express gratitude to the individuals behind the lens. It starts by unveiling a phrase of "A Trip Down The Memory Lane", which then continues to the credit scene. The credits roll like a movie ending, listing the videographer and editor names. Apart from that, it is accompanied by melodic background music. When the credit ends, the screen fades to black which concludes the end of the video.

4.2 Results Description and Discussion

Interview sessions were conducted in to obtain information regarding the problem statements. The narrator had done an interview session with the museum owner, museum tour guide and seven visitors. The responses of the visitors were linked based on Pine and Gilmore’s visitor’s experience realm, which includes: Education, Entertainment, Escapism, and Esthetics.

4.2.1 Initiation of the hands-on kite-making workshop in Indonesia Kite Museum

Table 4.2.1 Result Description

Name	Script	Visitor's Experience Realm (Pine and Gilmore, 2015)
Mrs. Endang Ernawati	<p>In the 60s, there were not many toys to play with, so we entertained ourselves with whatever they could find. Back then we would play marbles, makeshift catapults, and kites. My older brothers were particularly interested in making kites from scratch and playing with them in the field. Even though I was not interested in kites at first, I would still follow them to the fields, watch them play, and sometimes fly the kites. I remembered buying a kite back in Bali, I got interested in playing and deconstructing them so that I could learn how they are made.</p> <p>I came from the beauty industry where I was more interested in teaching classes, and thus that is why when I opened the museum, I decided to have workshops as I see that a museum is a place for</p>	<p>I was more interested in teaching classes, and thus that is why when I opened the museum, I decided to have workshops as I see that a museum is a place for education. – Education</p> <p>Addition of the workshops - Entertainment</p>

	<p>education. Moreover, this museum serves as a place for visitors to recall traditional games and know the histories of kites.</p> <p>Since this is a private business, relying only on entrance tickets will not cover the expenses. That is why the addition of the workshops helps with the museum's income.</p>	
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The interview with Mrs. Endang, the owner of the museum, said that in the 60s, there were not many toys to play with, so they entertain themselves with whatever they can find. Back then she would play with marbles, makeshift catapults, and kites. Her older brothers were particularly interested in making kites from scratch and playing with them in the field. Even though she was not interested in kites at first, she would follow them to the fields and watch them play. She remembered buying a kite back in Bali, she would get interested in playing and deconstructing them so that she could learn how they are made. She came from the beauty industry where she was more interested in teaching classes, and thus that is why when she opened the museum, she decided to have workshops as she sees the museum as a place for education. Moreover, since the museum is a privately owned museum, she said that relying only on entrance tickets will not cover the expenses. That is why she decided to add a few more workshops as a source of additional entertainment spots and may help with the museum's income.

4.2.2 Impact of kite-making workshops towards Indonesia Kite Museum

Table 4.2.2 Problem Statement Result


Name	Script	Visitor's Experience Realm (Pine and Gilmore, 2015)
Mr. Asep Wirawan	<p>Many students come here for their field trip and study tour, they usually come in big groups. This is because they are more interested in the kite-making workshop that they get with the admission ticket because they get to bring their products home.</p>	<p>Many students come here for their field trip and study tour - <i>Education</i></p> <p>This is because they are more interested in the kite-making workshop - <i>Entertainment</i></p> <p>get to bring their products home. - <i>Esthetics</i></p>
Mrs. Endang Ernawati	<p>Since this is a private business, relying only on entrance tickets will not cover the expenses. That is why the addition of the workshops helps with the museum's income.</p>	<p>Addition of workshops - <i>Entertainment</i></p>

During the interview, Mr. Asep stated that they attract students on a study tour that comes to the museum in big groups. This is because they are interested in the kite-making workshop that they get with the admission ticket because they get to bring their products home. Furthermore, with what was stated by Mrs. Endang regarding the workshops that are available, it makes visitors attend the other workshops that are available in the museum, which may help in the addition of the museum's income.

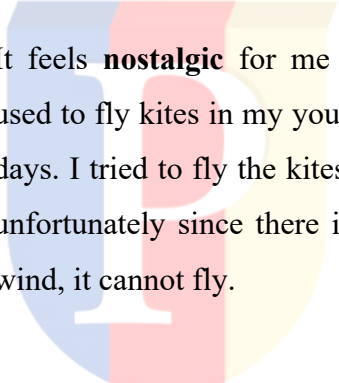
4.2.3 Impact of the museum and its kite-making workshops towards the museum's visitors

Table 4.2.3 Problem Statement Result

Name/Visitors	Script	Visitor's Experience Realm (Pine and Gilmore, 2015)
Mr. Asep Wirawan	<p>For little kids up to 3rd grade, they only get to fold and color the kites. As for the 4th and 5th graders up to adults, they get to install the frame, so they will glue, stick, cut, and color. Afterwards, the end products can be brought home.</p> <p>The museum holds a big impact and generates enthusiasm for children, especially among primary</p>	<p>get to fold and color the kites ; they get to install the frame, so they will glue, stick, cut, and color. - Education and Entertainment</p> <p>generates enthusiasm; rushed themselves to participate in</p>

	<p>school students. Most students rushed themselves to participate in the kite making workshop. What makes it interesting is that they can take home their handmade crafts and the artistic materials as a sense of satisfaction and a lasting memory.</p> <p>By coming here, visitors may bring home a souvenir that they made and it may trigger creativity.</p> 	<p>the kite making workshop - <i>Entertainment</i></p> <p>take home their handmade crafts and the artistic materials as a sense of satisfaction and a lasting memory. - <i>Esthetics</i></p> <p>take home their handmade crafts and the artistic materials as a sense of satisfaction and a lasting memory. -</p>
Mrs. Endang Ernawati	<p>This museum provides a therapeutic environment. For example, for those who have heart problems or blood related sickness, they can heal a little by coming here. I have one friend from Malaysia who is suffering from memory sickness. She consulted herself to a doctor, and the doctor</p>	<p>therapeutic environment: regain memories - <i>Escapism</i></p>

	<p>advised her to fly kites as it makes our mind calmer which may help to regain memories.</p> <p>Once the kites are flown in the air, we can just sit down and relax, which can soothe our hearts and minds, so I agree that kites can heal diseases.</p>	
<p>Couple</p>	<p>Interesting, as it is the only kite museum in Indonesia. The exhibits cover unexpected aspects of kites' histories, its origins, to the oldest kites from Muna 4000 BC.</p> <p>The tour also educates visitors on the diverse materials that are being used in kite-making, other than paper and plastics, dried leaves, fibers, bamboo, cloth, and technology printed components are also being used as main materials of kites. It becomes a good educational material for visitors.</p> <p>It is also explained in the guided tour that kites were used</p>	<p>unexpected aspects of kites' histories, its origins, to the oldest kites from Muna 4000 BC. - Education</p> <p>educates visitors on the diverse materials that are being used in kite-making - Education.</p> <p>trigger their creativity - Education, Entertainment</p> <p>Nostalgic - Escapism</p>

	<p>as a signage of invitation, for example, wedding invitation or as an offering to the kings in the olden day. Turns out, it is fascinating.</p> <p>Seeing that kites are made of different types of materials like fiber, cloths, and other makes people to trigger their creativity. Over time it became a part of art.</p>  <p>It feels nostalgic for me as I used to fly kites in my younger days. I tried to fly the kites but unfortunately since there is no wind, it cannot fly.</p>	
Two university students	<p>We got to learn how to make kites. Other than that, we learn about the history, and some information regarding the kites, for example, there are kites from Japan, Bali, etc. Moreover, the tour guide is fun and communicative towards the visitors.</p> <p>It is our first-time making kites, and it is entertaining. Coming</p>	<p>learn how to make kites ; learn - Education</p> <p>Entertaining ; joyful - Entertainment</p> <p>Heal our inner child - Escapism</p>

	here is joyful and it can heal our inner child	
Woman from Traiton	<p>It is my first time coming here and I think that this place is entertaining. It is quiet and intimidating. The focus here is not only seeing and making kites, but there is an open space for children to run around playing with their kites. Seeing them roaming around gives out a different nuance from our daily environment.</p> <p>This is how I turn back time to my childhood, meeting children playing traditional games, more or less, it reminds me of my younger days. This museum is full of nostalgia.</p>	<p>Entertaining - <i>Entertainment</i></p> <p>Seeing them roaming around gives out a different nuance from our daily environment - <i>Escapism.</i></p> <p>This is how I turn back time to my childhood; This museum is full of nostalgia - <i>Escapism.</i></p>
Male visitor	<p>This museum is quite interesting. Although the exterior looks like an old traditional house, it turns out there are many kite collections from various regions, like Sumatra, Kalimantan, Sulawesi, and even Jakarta. It is exciting to see kites again as the last time</p>	<p>quite interesting - <i>Entertainment</i></p> <p>there are many kite collections from various regions - <i>Education.</i></p> <p>the last time I</p>

	<p>I played kites was in my primary school years.</p> <p>The workshop itself is also intriguing. We got to make kites from scratch, we were told to glue, stick, cut, and draw. Although I was a bit confused in the drawing part, it is still entertaining and refreshing.</p> <p>This is my first experience in making kites, which is a good way to spend my weekend. Since I am working on weekdays, by coming here it refreshes my mind.</p> <p>I miss my childhood because there was no burden at all. These days, it is busier and free time is reduced. So, by coming here, it can bring back childhood memories.</p>	<p>played kites was in my primary school years - <i>Escapism</i></p> <p>Intriguing - <i>Entertainment</i></p> <p>make kites from scratch - <i>Education</i></p> <p>a good way to spend my weekend. - <i>Entertainment</i></p> <p>I miss my childhood - <i>Escapism</i></p>
Kayan	<p>I like the museum, I got to learn how to make a kite.</p>	<p>Like the museum - <i>Entertainment</i></p> <p>learn how to make a kite - <i>Education</i></p>

According to Mr. Asep Wirawan, the museum holds a big impact and generates enthusiasm for children, especially among primary school students. Upon arrival, most students rushed themselves to directly participate in the kite making workshop. What makes it interesting is that they can take home their handmade crafts and the artistic materials as a sense of satisfaction and a lasting memory. For little children up to the 3rd grade, they got to learn to fold and color kites, whilst the 4th grader up to adults, they got to install the frame, they will glue, stick, cut, and color. Afterwards, the end products can be brought home. By visiting the museum, visitors may bring home a souvenir that they made, and it may trigger creativity. Mrs. Endang Ernawati, the owner, stated that this museum provides a therapeutic environment. It may heal those who have heart problems or blood related sickness. She shared that she has one friend from Malaysia who is suffering from memory sickness, after she consulted herself to a doctor, she was advised to fly kites as it makes our mind calmer which may help to regain memories. Even now, she still likes to watch kites. Once the kites are flown in the air, they can just sit down and relax, which can soothe people's hearts and minds, so in conclusion she agrees that kites can heal diseases.

As mentioned by the couple in their 30s, they found the museum interesting, as it is the only kite museum in Indonesia. The exhibits cover unexpected aspects of kites' histories, its origins, to the oldest kites from Muna 4000 BC. The tour also educates visitors on the diverse materials that are being used in kite-making, which includes plastics, dried leaves, fibers, bamboo, cloth, and by technology printed components. The tour guide also informs visitors about the usage of kites, for example, they are used as a signage of invitation, like wedding invitation or as an offering to the kings in the olden day. This fact sounds fascinating to them. Moreover, observing that kites are made of different types of materials like fiber, cloths, and other makes people to trigger their creativity, and over time it became a part of art. The male couple personally said that it feels nostalgic for him as he used to fly kites in his younger days. That day, he tried to fly the kites but unfortunately since there is almost no wind, it is quite hard to fly the kites.

The two university students, one in her first semester, and the other in her third semester said they were happy. They got to learn how to make kites, which is a new and entertaining experience for them. Other than that, they stated that they gained knowledge regarding the history and information regarding the kites, for example, there are kites from Japan, Bali, etc. Moreover, they feel that the tour guide is fun and communicative towards the visitors. Coming to the museum is joyful and it can offer a healing experience for their inner child and gives them a nostalgic sensation.

A young woman, age 27, from a community called Traiton shared that it was her first time coming to the museum. She feels that it is entertaining, the surroundings are quiet and intimidating. The focus here is not only to see and make kites, but there is an open space for children to run around flying their hand-made kites. She stated that seeing children roaming around with their kites give out a different nuance from their daily environment. That is how she turns back time to her childhood, meeting children playing traditional games, more or less, it reminds her of her younger days. This museum is full of nostalgia.

A young solo visitor of age 22, finds the museum quite interesting. At first, he described that although the exterior of the museum looks like an old traditional house, it turns out there are many kite collections from various regions, like Sumatra, Kalimantan, Sulawesi, and even Jakarta. He stated that it is exciting to see kites again as the last time he played kites was in his primary school years. He discovered that the workshop is intriguing. He got to make kites from scratch, he was told to glue, stick, cut, and draw. Although he claimed that he was a little bit confused in the drawing part, it is still entertaining and refreshing. Moreover, he shares that this is his first experience in making kites, which is a good way to spend my weekend. Since he was working on weekdays, coming here refreshed his mind. He also recalled that he missed his childhood because there was no burden at all. These days, it is busier and free time is limited. So, by coming here, it can bring back childhood memories.

The last interviewee was a little child called Kayan, he was 7 years old at the time. The child stated that he had fun and was happy, he liked the museum. He also shared that that day, he got to learn how to make a kite. As for the design, he drew a dragon on his handcrafted kite. After the interview session took place, the narrator observed that he was running back and forth flying his kite happily.

The results above show that the visitors who came to the museum do experience the visitors' experience realm, including Education, Entertainment, Escapism, and Esthetics. From its educational side, visitors claimed that they got to expand their knowledge on kites. Visitors know the history of kites, the usage of kite flying, the different types of kites and their origins. Moreover, they also get to understand how to construct a kite, which is a combination of education and entertainment. Visitors mentioned that constructing a kite is a unique experience for them. Some even stated that it was their first time to make one. Other than the kite workshop, visitors may involve themselves in other workshops that are accessible. These workshops are a source of a trigger for creativity, entertainment, and also as a preservation of culture. This museum itself is a place of escapism for the mind. Being able to recall past memories, refreshing their minds amidst the busy environment around them. For the museum's esthetics ambience, it offers a calm and soothing environment with traditional javanese and balinese essence. Apart from that, visitors also get to bring home the hand-made products that they have created. These products act as a souvenir and a memory towards the museum, keeping something cultural as a part of their lives.