

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion and Recommendations

Indonesia Kite Museum is a privately owned museum built in 2003, which was founded by Endang Ernawati. The museum helps run kite festivals, exhibitions and kite decorating events in Indonesia. They offer hands-on workshops such as: kite-making, batik and wayang painting, umbrella painting, and also cultural activities like yoga and traditional dance class. The goal of the museum, which is to focus more on educating visitors, started the idea behind having these workshops. Moreover, these workshops act as an additional revenue stream for the museum as they are a private business. Private museums typically have a higher admission fee in comparison to government-funded museums since they rely mostly on admission fees and other revenue streams in the museum.

According to our observation, Indonesia Kite Museum has more visitors of younger ages, usually in the range of kindergarten to primary school. This has also been explained by Mr. Asep, the museum tour-guide, that their workshops are what attracts these younger kids as they get to design, play, and bring their end products home. Since most of their customers are younger kids, it will be wiser to cultivate their museum in terms of entertainment and education. For example, they can guide the educational tour for these younger kids in a much more lively way, which may make them feel as if they also play an important role for the museum. This is also backed up by the theory from De Rojas and Camarero who stated that modern museums nowadays are designed to attract newer generations of visitors, encouraging them to take part in the exhibition. This will implement the fact that education can be fun, and museums are not always boring. In the future, they will see museums as a place of entertainment as well, not just a place to study.

This storytelling project is meant to deliver a message to the readers about Indonesia Kite Museum, and that the museum itself is suited as a renowned tourist attraction. This is because the museum holds not just exhibits, but also passionate

stories behind the owner and the workers. This place holds a lot of memories and cultures from different countries and thus that is why the significance of this museum makes it important to be cherished and passed down through generations to come.

In conclusion, Indonesia Kite Museum offers the 4 factors of the visitor's experience realm, comprising education, entertainment, escapism and esthetics. First of all, the museum educates people about kites, explaining about its history, usage, the different types of kites and the materials used to assemble the kites. As time passes, kites are transformed to be a part of entertainment. It is used for organizing events and festivals. Apart from hosting and participating in kites festivals and events, the museum also offers various hands-on workshops, like kite-making, kite painting, wayang painting, umbrella painting, batik painting, Javanese dance and also wellness program. The existence of these workshops is a source of experience for guests, entertaining and stimulates creativity. Moreover, after creating kites, these products can be flown in the courtyard of the museum, which adds an additional entertaining value for the visitors. The third factor is escapism, where visitors may feel as if they are in a different time and place, nostalgia for example. The older visitors who used to play traditional games like kites tend to recall their past, remembering the good times they used to have. Some visitors also think of the museum as a place to get away from a busy environment. By visiting the museum, one can feel more relaxed and refreshed as the museum gives out a peaceful atmosphere. Lastly but not least, the last factor of the visitor's experience realm is esthetics. Apart from its various collections, traditional and modern, from across the world, the museum offers a calm and soothing environment for visitors. Moreover, with its Javanese and Balinese themed architecture that was built in 1869, it is considered as a culture to be preserved.

5.2 Limitations of Storytelling

Limitations in this research lie in the research process. The writers realize that in research there are bound to be many obstacles and limitations. One of the factors that become obstacles in this research is the limited selection of visitors and time. Since the writers decided to shoot the video in the month of November, precisely in mid to late November, the number of visitors tends to be lower as it is still not yet a holiday season and most students are going through their final exams. Additionally, the weather in the month of November happens to be humid and rainy, so there are not many visitors who visit the museum. Furthermore, the writers had a very limited time due to an unforeseen situation that happened before finally choosing this museum. The first museum that was chosen as a subject of this research underwent a renovation on the 1st of November, which gave the writer limited time to redo and to decide on other locations.

5.3 Recommendations

Recommendations are subjected to both Indonesia Kite Museum and further researchers to consider for future improvements. The goal is to offer recommendations for enhancements that can be made by the museum and researchers in the near future.

5.3.1 Recommendations for Indonesia Kite Museum

For visitors to have a maximized experience during their visit in the museum, the museum should expand their space by adding a more open field in their courtyard, as it is difficult for visitors to fly the kites that they have made. According to our observation, it can be seen that the visitors have trouble flying their kites as there is no space for them to run, and also their paths are obstructed by trees. Moreover, the museum can boost their exposure by hosting a mini kite flying competition between children. Not only will it help to expose the museum through media, but it will also make children more interested in kite flying, hence making them appreciate the culture of kites. Finally, to add up a recollection of memories of the museum to the visitors, the museum can offer a simple workshop to make a kite keychain as a keepsake.

5.3.2 Recommendations for Further Researchers

Further research about the history of each kite in the museum will be needed in order to understand the potential of Indonesia Kite Museum. According to the interview conducted by the writers, the kites in the museum have much more than meets the eye. Each is crafted carefully and specifically curated in the museum because they have significance in the museum's story and timeline. Putting such an emotional value for each exhibit will give the museum the exposure they need as it gives the museum a sentimental touch.

