

Conference Paper

Optimizing the Potential Tourist Attraction Culture in the Puppet Museum Jakarta

S. S. Priyanto

Tourism Vocational Program, Universitas Indonesia, Depok, Indonesia

Abstract

Attraction of cultural tourism in Indonesia is quite diverse. One of them is the existence of the Puppet Museum Jakarta (PMJ). The PMJ has important tasks related to the preservation and development of Indonesian cultural puppets, especially when the culture of Indonesian puppets were defined as a heritage to the world by UNESCO on November 7, 2003. The PMJ also has the potential to be developed as a cultural tourist attraction. However, the various programs/collections in PMJ are not optimum enough to its potential as cultural site. This study aims to assess the optimization potential of cultural attractions of PMJ. The study uses a method of qualitative research approach with descriptive analysis. Stages in this study are the observation, description and interpretation through approach to the concepts of cultural tourism and concepts of the museum (museology). The results showed that PMJ has the potential and advantages including attractiveness, accessibility, amenities, society and the environment—institutional, marketing. The potential and advantages are both interlinked to one another, making PMJ useful to the society and at the same time a popular cultural destination for tourists.

Keywords: tourism, cultural tourism, puppet museum

1. Introduction

In tourism, attraction is the most important element. No attraction, there is no tourism. In determining the tourist destination, is generally considered the first time is a unique attraction that exist in that location either in the form of natural attractions and cultural attractions.

Cultural tourism is a type of tourism that is based on a mosaic of places, traditions, arts, ceremonies, and experiences that portray a nation or ethnic community, reflecting the diversity and identity of the community or nation concerned. Types of tourism such as this can provide benefits in the areas of socio-cultural as it can help to preserve cultural heritage as the identity of the community/nation who have this culture (Ismayanti: 2010)

Corresponding Author:
S. S. Priyanto
Priyanto74@yahoo.com

Received: 8 June 2018
Accepted: 17 July 2018
Published: 8 August 2018

Publishing services provided by
Knowledge E

© S. S. Priyanto. This article is distributed under the terms of the [Creative Commons](#)

[Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the 2nd ICVHE Conference Committee.

 OPEN ACCESS

Referring to the cultural tourism attractions, museums can be categorized as one of the attractions of cultural tourism. According to the International Council of Museums [10], the museum basically has the function of collecting and safeguarding of cultural heritage, storage, documentation and scientific research, conservation and preservation, dissemination and equitable distribution of science to the public, recognition and appreciation of the arts, the introduction of culture between regions and nations, visualization of nature and culture, mirror the growth of human civilization, generating a sense of fear of God Almighty. Museum has a primary resource that is a variety of information collection, collections and the museum building, may be a potential tourist attraction visited museum.

One of type museum that has the potential cultural tourism attractions is the Puppet Museum Jakarta (PMJ). Located in Jalan Pintu Besar Utara No. 27, West Jakarta. PMJ building that looks unique and interesting it has several times been recast. In the beginning Hollandche PMJ named De Oude Kerk (Old Church Netherlands) and was first built in 1640. In 1732 repaired and renamed Hollandche De Nieuwe Kerk (New Church Netherlands) until 1808 due to destroyed by an earthquake in the same year, PMJ building constructed on land the ruins of the earthquake and its use as a museum inaugurated on August 13, 1975. Although it has been restored several old and new parts of the church still appears visible in this building (Monograph Museum, 2010).

PMJ displaying various types and forms of puppets from all over Indonesia, both made of wood and leather and other materials. Puppets from abroad are also in PMJ, such as from China and Cambodia. Until now PMJ collection of more than 4000 pieces of puppets, made up of puppets, marionettes, shadow boxes, puppets grass, coconut puppets, masks, beber puppets and gamelan. Generally dolls collected in PMJ are dolls that come from Europe, although there are also derived from some non-Europeans such as Thailand, Suriname, China, Vietnam, India and Colombia.

PMJ have important tasks related to the preservation and development of culture of Indonesian wayang, especially when Indonesian Wayang Culture has been defined by UNESCO as a heritage to the world. UNESCO on November 7, 2003 has determined that the wayang kulit is a world cultural heritage from Indonesia since 7 November 2003 ago. Nations Educational, Scientific and Cultural Organization (UNESCO) has recognized the puppet as a World Master Piece of Oral and Intangible Heritage of Humanity.

Based on the aforementioned description, PMJ has great potential to be developed as one of the charms/cultural tourism attractions in the old town of Jakarta. Unfortunately, the author based on the assumption that a great potential as a cultural tourist attraction such as building PMJ, various collections that exist, as well as

various programs PMJ not fully optimize the potential of PMJ. PMJ featuring formal impression like an office building that is not only dirty, dull and eerie, but also less visible impression has appeal to invite tourists to visit to PMJ. In addition it was found also that PMJ not optimize the use of information technology to manage data and information collection, museum activities, promote/publicize the museum as a place that is attractive and appeal to visit. Demonstration collection PMJ modern styled yet, the lack of creativity programs, lack of comfort and satisfaction for the visitors on the quality and completeness of facilities, supporting facilities and services provided by PMJ.

Various studies focused on PMJ has done them by A. Tri Hernawan, 2015 to discuss the Building Interior Design Puppet Museum Jakarta. Anang Prabawa Hadi, 1999 that discussed Arshitektur Puppet Museum Jakarta. Revelation Mustiko 2012 that discussed the management of human resources PMJ. Suratminto, 2000 mebahas the Chronicle, Art and Language Use in the Stone Sepulchre Dutch PMJ. Wismoyo Sakti, 2009, which discussed the Attorney Representation at the Puppet Museum. However, especially in terms of cultural tourism studies (Optimizing the Potential Tourist Attractions Culture PMJ) no one has addressed specifically and depth. Therefore in this study will attempt to assess and raised on Optimizing the Potential Tourist Attractions Culture PMJ.

Based on the aforementioned problems, arising at issue is how the effort to optimize the potential of cultural attractions PMJ so PMJ become one of the tourist attractions of interest to be visited by tourists, who eventually PMJ can perform their role and function optimally is to give the benefit to the community. Based on the aforementioned description, the question of this study is an attempt to optimize pontensi How PMJ as an attraction cultural tourism?

2. Literature Review

2.1. Cultural tourism

2.1.1. Tourism approach

Etymologically, the word comes from the Sanskrit tourism consisting of two syllables as follows: a. Pari means many, many times. b. Tourism means traveling. So the word is defined as tourism trips made repeatedly or circling from one place to another. To clarify, it can be concluded the definition of Tourism is a journey that is done for a while, which was held from one place to another with the intent not to try (business)

or make a living in the places visited, but simply to enjoy the journey to sightseeing and recreation or to meet the diverse desires (Yoeti, 1982: 109).

Robert McIntosh together Shasikant Gupta also tried to reveal that tourism is a combination of symptoms and relationships that arise from the interaction of tourists, businesses, local governments and host communities in the process of attracting and serving tourists as well as the other patrons ([17]: 31), While the definition of rating by G. A Schmolli (Yoeti, 1982: 127) is an individual or group of individuals who consider and plan its purchasing power for recreation and leisure trips, who are interested in the trip is generally motivated by a trip he'd ever done, increase knowledge, attracted by the services provided by a tourist destination areas that can attract visitors in the future.

Tourism is also known as a tourist attraction, everything related to tourism that encourages tourists to visit these destinations. Pitana (2009: 64) states that the tourist attraction is related to the provision of appeal or attraction for tourists. Its main locations mainly in tourist destinations, but in some cases it is also located in the area of culture. Type of tourism that is based on a mosaic of places, traditions, arts, ceremonies, and experiences that portray a nation or ethnic community, which reflect diversity and identity of the community or nation concerned. Types of tourism such as this can provide benefits in the areas of socio-cultural as it can help to preserve cultural heritage as the identity of the community/nation who have this culture (Ismayanti: 2010).

Tourism and cultural approach (Budpar, 2005) stated that cultural tourism is a concept based on cultural tourism as an attraction tourism activities undertaken to enhance the appreciation and knowledge of cultural heritage.

2.1.2. Components of tourism

Tourism system consists of components that resulted in an activity of tourism in a destination. Inskeep (1990) states that the classification of tourism component includes the following components:

1. The Attractions, consisting of the natural resources and cultural resources that have unique and distinct, alignment factors, as well as carrying capacity factor physically, socially and culturally.
2. Accessibility, is the road infrastructure and transport, utilities (water, electricity, telecommunications).

3. Amenities, namely infrastructure and supporting facilities such as accommodation and restaurants, postal, bank, internet, Hospital, Police.
4. The public and the environment, the community profile and attitudes of society, community participation related tourism activities.
5. Institutional, an institution of the stakeholders (government, private and public).
6. Marketing, consisting of market share (domestic and international), package travel, tourism and investment promotion.

2.1.3. Tourism products

According to ICOMOS (2004), tourism products included in the cultural heritage is a cultural heritage site, saujana culture, oral traditions, the site of the sacred, museums, language, cultural heritage underwater, literature, music and songs performing arts, cultural heritage moves, culinary traditional, religion and belief, cinematographic heritage, traditional medicine, festival, digital documentation of the heritage, crafts, historic town, traditional sports.

2.2. Museum

Museum Museion derived from the Greek word, which means a place of worship (temples) muse, nine goddess emblem various fields of science and art. The museum continue to develop, among others, argued that: 1). Museum is a collection of rare items, 2). Museum is a collection of science, 3). Museum is a collection of scientific discovery (Subaedah, 2004: 15). Museum definition formulated by experts who are members of the museum ICOM (International Council of Museums) in the General Assembly of ICOM to-11, dated June 14, 1974 in Copenhagen, Denmark is:

A museum is a non-profit making, permanent in the service of the society and of its development, and open to the public, the which acquires, conserves, Researches, communicates, environment for purposes of study, education and enjoyment (Edson et al., 1997: 270). Based on these definitions imply that the Meru-feed museum permanent institutions, non-profit in providing services to the public. In addition, the museum should also be open to the public, by collecting, maintaining, researching and exhibiting the museum's collection as material evidence of human civilization heritage and environment. The objective of establishing the museum is in the interests of study or research, education and recreation.

In the process, the activity of the museum is growing as a result of the occurrence of a change of paradigm. If at first the museum activities centered on a collection, then the museum in its development activities focused on the community, of 'something being to someone'. It is said that a museum is more bring benefits to the community, and not just be a place where objects and expensive, not a fortress that is exhibiting a collection of objects, but rather a cultural institution that serves society ([14]: 8). Museums should be able to provide benefits to the community. That could be done if the museum to function properly, namely preservation, research and communication.

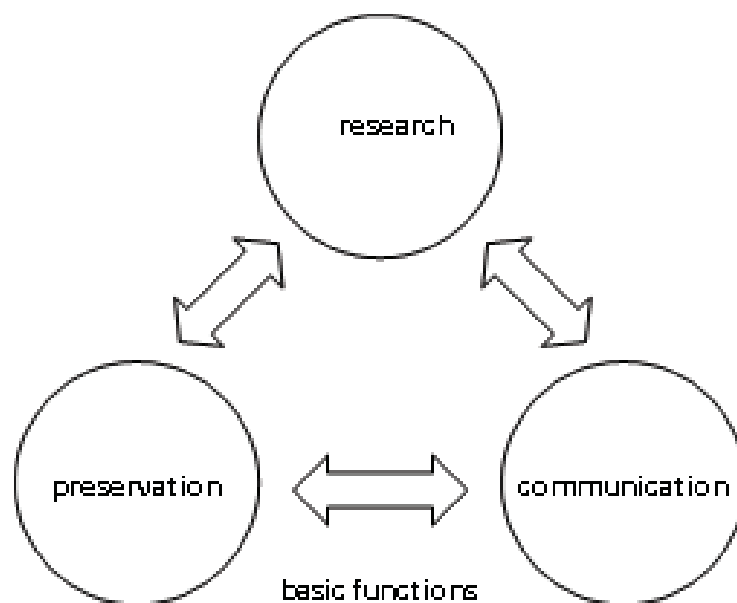


Figure 1: Key concepts on the basic functions of the museum. Source: van Mesch (2003).

Preservation includes the notion of physical maintenance and administration of the collection. Including the problems of collection management which consist of the collection, documentation, conservation and restoration of collections. In this concept collection, documentation, conservation and restoration is not treated as a collection of functions that are interrelated, but some aspects of collection management functions ([14]: 13).

The study refers to the study of the cultural heritage of the tasks of the new curator has changed into research, in the sense of managing the collection into researching the collection ([14]: 13). A study of the collection is necessary for the collection should be interpreted and presented to visitors to the presentation may affect the experience of visitors. Through the method of interpretation, expected when visitors see the presentation of the exhibition is not only a simple reading labels affixed on objects on display,

but can stimulate the visitor to think in order to grasp the meaning or symbolism artefacts on display, so do not take it just as inanimate objects. Research conducted museum collections as an effort to make the museum become more significant to the community through services that are more useful to the community, and not just a collection warehouse.

Communication includes the activities of dissemination of research findings in the form of knowledge and experience in the form of exhibitions, educational programs, events, and publications ([14]: 13). It became clear that the collection before exhibited first need to be interpreted, so that what is on display is the result of research in the form of knowledge or information about the collection. Presentation of the exhibition from the perspective of visitors, they are expected to gain meaning from new experiences and do not see an inanimate object. Presentation of the collection is accompanied interpretation results convey a message that can stimulate visitors to see the collection of others or thinking about objects outside the context of the 'normal' ([14]: 14). The exhibition to be relevant to the experience and the identity of visitors through interpretation. Interpreting good application of the method will be able to capture the attention and interest of visitors by stimulating them to associate the collection is on display with the frame of mind and experience it yourself. Context of meaning created by the interpretation of the collection on display to help visitors understand the past and the importance of preservation for the benefit of future generations. Presentation of the interpretation through the exhibition visitors can also align the incorrect interpretation ([14]: 14).

From the description of the concept as described earlier, the author tries to create a conceptual framework as follows:

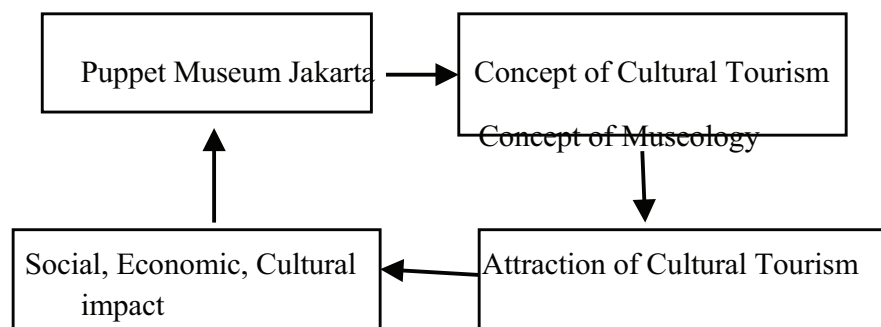


Figure 2: Flow chart of the conceptual framework. Source: Priyanto, 2016.

PMJ as conservation, development, creation of puppet culture through various resources owned PMJ to approach the concept of cultural tourism and museology. The result PMJ become a tourist attraction of cultural interest to visit people/tourists.

This gives the social, economic and cultural rights of the museum and the community at large. Various perceived impact it provides an opportunity PMJ to always preserve, develop, and create and package offerings PMJ become more optimal. Frameworks such as the aforementioned will be the framework of analysis in exploring the problems of optimizing the potential of cultural attractions PMJ.

3. Research Method

The research method in this research use approach qualitative research methods. Qualitative research methods is the research methods used to examine the condition of natural objects, where the researcher is as a key instrument, data analysis is inductive, and qualitative research results further emphasize the significance [21].

The stages of this research is the stage of data collection (observation, search Documentation, Study Literature), stage of data processing, and data interpretation stage.

4. Result and Discussion

Efforts to optimize the potential of the MWJ as an attraction/cultural tourism attractions

4.1. Collection MWJ

PMJ has a collection of more than 4000 pieces of puppets, made up of puppets, marionettes, shadow boxes, puppets grass, coconut puppets, masks, beber wayang and gamelan. Generally dolls collected in PMJ are dolls that come from Europe, although there are also derived from some non-Europeans such as Thailand, Suriname, China, Vietnam, India and Colombia.

Total collection of more than 4000 pieces of puppets, according to the author does not need to be presented all the exhibition hall or a demonstration. This is done so that the museum does not function as a warehouse storing goods.

PMJ must be very clever and careful in selecting and sorting the collection will be presented in the exhibition space. Collections PMJ that masterpiece like Marionette Puppet Elung Bandung, Marionette Puppet (Purwa Bandung Adipati Karna), Puppet Revolution, Wayang Kulit Tejokusuman, Wayang Kulit Purwa Ngabean, Mask Klono Surakarta, Blencong can be used as an alternative as featured collections that will be served in the room museum exhibition.

PMJ should be able to optimize the various collections in the presentation in the exhibition hall. The museum collection however his physical state when seen by tourists as the material in the exhibition show, seems to be good and has a high value. Material collection of puppets that look like cheap goods will not attract the attention of tourists. PMJ exhibition designer should be able to package a collection of puppets that look like cheap goods into a seemingly high value goods. By placing a collection of puppets in a very nice place, it seems expensive, clean, wear shoes and good lighting, thus the tourists interested to see it.

PMJ should further optimize space travelers with a cast to make the room comfortable, cool, fresh, bright, clean, beautiful, does not seem cheap, so it looks harmonious and artistic.

PMJ should be more raised the value of the collection of puppets. Value collection of puppets PMJ be determined by the 'meaning' as a rare evidence of the cultural heritage of human and natural environment. Indeed, tourists do not all know the significance of the collection. Being PMJ duties and responsibilities in this matter experts interpret the collection in the collection of puppets.

Explanation meaning PMJ puppet collections can be presented in the form of labels, panels, lectures and other scouting. For the text presented is not too long, the presentation of labels, panels, can also be presented in the form of illustrations in the form of portrait puppets, puppet paintings, maps, diagrams, tables, models and so forth.

PMJ can develop temporary exhibitions by lifting the puppet collections in showrooms in accordance with national big days. Such as the Indonesian Independence Day (August 17) can be lifted exhibition theme Puppet Revolution, Kartini Day (April 21) can be lifted exhibition theme Puppet Emansipati with a masterpiece of puppet characters Heroine, Heroes' Day (10 November) with the theme of the exhibition Figures Puppet Ghatotkacha as symbol heroism, and many other holidays. It is possible to be able to attract more tourists to visit PMJ.

4.2. Building PMJ

PMJ building when viewed from the outside looks does not look like a museum. Name-plate/signpost that reads "Puppet Museum" located above the entrance MWJ help people on the whereabouts of MWJ. Only color white building with green shutters made MWJ not too flashy and attractive to tourists. MWJ would be more interesting if the infrastructure is improved, such as by adding or expanding the parking area so that tourists who will visit MWJ can vehicle with ease. MWJ also comes the need to improve

the lighting in the museum so that tourists can see and enjoy with a clear collection of puppets on display. Cycle air inside MWJ also need to be improved to avoid the hot and stuffy so travelers to be comfortable in visiting.

4.3. Museum events program

MWJ performances held regularly every month. Puppet show diadalan performances every week 2, Betawi wayang kulit performances are held every 3rd week, and puppet purwa terakhir. Terkait held every week with performances in MWJ some things that need to be optimized is the packaging performances. Performances are held in MWJ generally packaged less attractive. Packaging The most visible one is the time duration of the performance. If the actual performance of leather puppet typically takes eight hours, but for performances in MWJ just four hours. According to the author, the performance time of eight hours is still too long so that tourists become quickly bored, coupled with the use of a language that is poorly understood by tourists. Related to that MWJ can make improvements leather puppet packaging such as by the hour without losing the essence and the value/meaning of the leather puppet itself. The scenes shown in the deployment should be demonstrative scenes and acrobatics so tourists to see performances presented. Likewise, the use of language should be tailored to the needs of tourists so it can be captured the meaning and significance of that was shown.

5. Conclusion

Efforts to optimize the potential PMJ as an attraction/cultural tourism attractions, among others, can be done by:

1. Optimizing the collections puppet show PMJ in exhibition in the museum so that the museum does not look like a warehouse storing goods.
2. Pack the PMJ puppet collection in the exhibition to be a collection of high value
3. Pack the exhibition space into a harmonious and artistic
4. Remove the value and interpret the collections of puppets
5. Develop thematic temporary exhibition
6. Fix the infrastructure building PMJ

7. Pack the program activities of puppet PMJ creative, innovative, and demonstrative

It is expected that optimization can increase the potential PMJ as an attraction/attraction cultural tourism demand by tourists.

References

- [1] Burcaw, G. Ellis, Introduction to Museum Work. United States of Amerika, 1981.
- [2] Damanik, Janianton, Pariwisata Indonesia: Antara Peluang dan Tantangan, 2013.
- [3] Danandjaja, James, Folklor Indonesia. Jakarta. Pustaka Utama Grafiti, 2000.
- [4] Dean, David, Museum Exhibition: Theory and Practice. United States of Amerika, 1994.
- [5] Definsi museum menurut ICOM yang dirumuskan dalam musyawarah umum ke 11 tanggal 14 Juni 1974 (Eleven General Assembly of ICOM) di Copenhagen.
- [6] _____. Monografi Museum Indonesia. Departemen Kebudayaan dan Pariwisata Direktorat Museum, Jakarta, 2008.
- [7] Edson, Gary dan David Dean, The Handbook for Museum, Routledge, London and New York, 1996.
- [8] Hooper, Eilean-Greenhill, Museum and Their Visitors, New York, Routledge, 1996.
- [9] Hooper, Eilean-Greenhill., Museum, Media Message. New York, Routledge 1995.
- [10] ICOM, Development of the Museum Definition according to ICOM Statutes (1946-2001), 2005.
- [11] ICOMOS, Ename Charter for The Interpretation of Cultural Heritage Sites, Third Draft, 23 August 2004.
- [12] Inskip. Edward, Tourism Planning: An Integrated and Sustainable Development Approach, Van Nostrand Reinhold, New York, USA, 1991.
- [13] Isaac, Steven & William B. Michael, Hand Book in Research & Evaluation, Edit Publiser Sandiego, California, 1977
- [14] Magetsari Noerhadi. "Filsafat Museologi". Makalah Seminar dalam Rangka Peringatan 100 tahun Kebangkitan Nasional". Departemen Kebudayaan dan Pariwisata, Direktorat Jenderal Sejarah dan Purbakala, Direktorat Museum, 2008.
- [15] Mensch, Peter van, Toward a Methodology of Museology, PhD thesis, University of Zagreb, 1992.
- [16] Pearce, M. Susan, Museum Studies in Material Cultural. Washington: Smithsonian Institution Press, 1991.

- [17] Pendit, N.S. Ilmu Pariwisata: Sebuah Pengantar Perdana. Jakarta: Pradnya Paramita, 1990.
- [18] Permas, A., C. Hasibuan-Sedyono, L.H. Pranoto, dan T. Saputro, Manajemen
- [19] Pertunjukan Indonesia, 1999, 378-381, 2003.
- [20] Pitana, Gde, Pengantar Ilmu Pariwisata. Yogyakarta: Andi Offset, 2009.
- [21] Sugiyono, Memahami Penelitian Kualitatif. Bandung: CV. Alfabeta., 2008.

Journals

- [22] Mustofa, Budiman Mahmud. Kreativitas Udjo Ngalagena: Studi Keberhasilan Pengembangan
- [23] Kreativitas Saung Angklung Udjo (SAU). Jurnal Vokasi Indonesia. Volume I, Januari-Juni 2015
- [24] Pariwisata Budaya (Studi Kasus: Saung Angklung Udjo, Kota Bandung). Jurnal
- [25] Perencanaan Wilayah dan Kota A SAPPK, ITB

Website

- [26] [http://female.kompas.com/read/2009/Puluhan Kesenian Tradisional Indonesia Terancam Punah](http://female.kompas.com/read/2009/Puluhan_Kesenian_Tradisional_Indonesia_Terancam_Punah), Jumat, 24 April 2009
- [27] http://kebudayaan.kemdikbud.go.id/wpcontent/uploads/sites/46/2013/10/stanislaus-sandarupa_warisan-dan-pewarisan-budaya_glokalisasi-budaya_warisan-danpewarisan-budaya-glokalisasi-warisan-budaya.pdf (29-03-2016).