

Management of Lampung Museum as A Tourist Asset

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ABSTRAK

Padahal, saat ini di kawasan Bandar Lampung banyak terdapat aset wisata sejarah yang disuguhkan untuk menarik wisatawan sebagai pemasukan devisa negara dan pendapatan daerah (PAD) di Bandar Lampung sendiri. Keberadaan objek museum yang mengalami perkembangan pesat dari waktu ke waktu, keindahan wisata alam dan wisata sejarah menghiasi keberadaan objek wisata museum yang menarik untuk dikunjungi. Penelitian ini bertujuan untuk mengetahui secara mendalam strategi pengelolaan yang dilakukan oleh Museum Lampung dalam menarik wisatawan untuk berkunjung ke museum sehingga Museum Lampung merupakan aset wisata. Hasil yang diperoleh peneliti mengenai pengelolaan Museum Lampung sebagai aset wisata yaitu Museum Lampung merupakan aset wisata karena museum ini menyimpan banyak sekali aset dan barang sejarah Lampung yang dapat terus dilihat dari waktu ke waktu. Museum Lampung juga terus update tampilannya agar dapat menarik minat masyarakat untuk berkunjung ke Museum tersebut. Koleksi di Museum Lampung juga merupakan barang yang paling banyak menyimpan yang berkaitan dengan sejarah Lampung Museum Lampung mempunyai koleksi museum yang diklasifikasikan menjadi 10 (sepuluh) jenis koleksi museum, mempunyai lokasi yang strategis di tengah kota Lampung dan juga bangunan yang besar dengan arsitektur khas Lampung. Museum Negeri Provinsi Lampung juga memiliki sumber pendanaan tetap dari Anggaran Pendapatan dan Belanja Daerah (APBD) Lampung setiap tahunnya.

Kata Kunci: Aset Pariwisata, Museum Lampung

ABSTRACT

In fact, currently in the Bandar Lampung area, there are many historical tourism assets that are served to attract tourists as foreign exchange earnings for the state and regional revenue (PAD) in Bandar Lampung itself. The existence of museum objects that are improving rapidly over time, the beauty of natural tourism and historical tourism adorn the existence of interesting museum tourist objects to visit. This study aims to find out in depth the management strategies carried out by the Lampung Museum to attract tourists to visit the museum so that the Lampung Museum is a tourist asset. The results obtained by researchers regarding the management of the Lampung Museum as a tourist asset, namely the Lampung Museum is a tourist asset because this museum holds many historical assets and items of Lampung that can continue to be seen over time. The Lampung Museum also keeps its appearance updated so that it can attract the public's interest in visiting the Museum. Collections at the Lampung Museum are also the most storing items related to the history of Lampung The Lampung Museum has a museum collection classified into 10 (ten) types of museum collections, has locations strategic in the middle of Lampung city and also a large building with typical Lampung architecture. The Lampung Province State Museum also has a fixed source of funding from the Lampung Regional Budget (APBD) every year.

Keywords: Tourism Assets, Lampung Museum

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I. INTRODUCTION

The wants and needs of tourists for tourism products are now increasingly complex, dynamic and demand adequate quality. Consequently, the tourism industry must be able to adapt to all the demands of change by always listening to the voices of interested parties, especially tourists who have different perceptions and motivations for the quality of tourism products (Purwanto: 2004). One of the cultural assets that become a tourist attraction is the Museum. Museum as a cultural and tourism product which is one of the historical and cultural tourism attractions. The museum does not only exhibit historical heritage objects, but also educational facilities for visitors through interpretations and special programs that describe the existence of the Museum. Museum collections are very important because the existing collections are unique. without collection. came (Museums Australia Victoria, 2004: 5). Museums have a strategic role, because through institutions such as museums and existing collectibles, we can study the greatness of the past while thinking of future possibilities in an effort to respond to and interpret the present creatively (Media AML: 2015).

The museum is a very valuable place in the life journey of a nation and stores various noble works of our ancestors, which are important for learning. Present as a non-formal information institution that is useful for preserving collections of objects of cultural value and communicating them to the public. The museum appears as a means of channeling information that is owned so that it can be consumed by the public without exception. The community has the authority to access the museum as a whole, because the existence of the museum itself is aimed at education, developing interest talents, developing innovative and creative creativity. However, the development of museums in Indonesia is still relatively low.

To connect with this, one of the components in the museum that cannot be separated is the role of the museum guide who has the duty to maintain, care for, and convey important information to museum visitors. Suyitno (2000: 6) explains that a tour guide or guide is the first person a tourist meets in order to realize the hopes and dreams of a tour that has been designed. What is expressed by the guide is considered by tourists as a reflection of the character of the local community. Likewise, what is conveyed by the guide will be trusted by tourists as knowledge that will be remembered until returning to the place of origin. Given this, the guide should be able to provide correct information regarding the country, city, tourism objects, culture, and so on.

The role of the museum is as a non-formal educational institution, which emphasizes the educational aspect more than the recreational aspect. In addition, the museum is also one of the institutions for the preservation of the Nation's culture in the form of physical artifacts, fossils, as well as non-physical ones such as customs, traditions and norms. There are two major museums in Lampung Province, namely the Lampung Museum and the National Transmigration Museum, as well as several small museums including the Semaka Kekhatuan Museum, the Embryo Museum of Krakatau and the Datu Dip Peak Nur Cultural Museum. Among these museums, the Lampung Museum or known as the Lampung Province State Museum "Ruwa Jurai" is the first and the largest museum in Lampung Province. The Lampung Museum functions as a source of learning and knowledge about the history of Lampung Province.

The importance of having the right strategy in maintaining cultural heritage, and the readiness of employees who are part of the implementation of tourism and maintaining the quality of service is very important. This is where the duty of the guide has an important role in providing direct explanations to tourists in the field. If you look at the increasing trend of visits, planning in order to protect the cultural heritage objects in the museum is not easy. There must be policies from related agencies and managers to be able to maintain the existing collection of objects. In this case, museum officers are also expected to improve the quality of service to visiting tourists (Devita: 2000). Decisions in managing visiting tourism require proper consideration, requiring in-depth studies from a conservation, environmental, economic and cultural point of view (Munasik: 2013).

This research is expected to help in improving the quality of information delivery at the Lampung Museum as a product of historical and cultural tourism, building awareness and concern for tourists and the public on the importance of maintaining and caring for existing cultural heritage, and getting education and knowing more about historical objects. is in the Lampung Museum.

In general, management is an activity to change something so that it is hard to have high values from the beginning. Management can also be interpreted as to do something to make it more suitable and suitable to needs so that it is more useful. According to Balderton (in Adisasmita, 2011: 21), the term management is the same as management, namely moving, organizing, and directing human efforts to effectively utilize materials and facilities to achieve a goal. Furthermore, Adisasmita (2011: 22) states that, "Management is not just carrying out an activity, but is a series of activities that include management functions, such as planning, implementing, and monitoring to achieve goals effectively and efficiently." Based on some of the expert opinions above, the authors conclude that management is a series of activities that include planning to organize and direct, and supervise human activities by utilizing existing materials and facilities to achieve predetermined goals effectively and efficiently. The term management itself is synonymous with the term management. Oey Liang Lee (in Ranupandojo, 1996: 3) defines that, "Management is the art of planning, organizing, directing, coordinating and controlling people and goods (especially humans) to achieve predetermined goals". Furthermore, it can be concluded that management or management is an activity that includes planning, organizing, directing, and controlling the use of resources owned in the organization to achieve the goals to be achieved. Based on the understanding of management by several experts above, what is meant by management in this research is a series of processes or activities that include planning, implementing (organizing and directing), and supervising or controlling the sources of original income. An explanation of the management in this research consists of the planning section, then the implementation which includes organizing and directing, and then the last one, namely regarding supervision or control.

So that visitors who come can see and observe the collections on display clearly, the layout of the objects on display plays an important role. Therefore, the layout of the museum collection has several standards, among others, panel size. The height of the panels is very important for visitors who are observing an exhibition, for that the height of the panels must be adjusted to the height of Indonesians. If the average height of Indonesian people is between 160cm to 170cm with the ability to move the human neck up to 30 °, then the height of the panels can reach 200cm to 210cm with the lowest base between 65-70cm with a panel thickness of 10-20cm for two views. In addition, it still takes into account the space and shape of the building where the panels will be placed.

The museum has several meanings, one of the meanings of the museum itself is an institution that functions as a place of care, security and utilization of objects of human and natural arts and their environment in order to support protection and preservation efforts, a nation in the form of a physical form such as artifacts, fossils. , as well as non-physical ones such as customs, traditions,

and norms (Museum Guide Book Compilation Team, 2016). The museum is a building that is used to store or display historical objects or other art objects. Museum is an institution that is permanent, not for profit, serves the community and its development is open to the public, which obtains, cares for, connects and exhibits, for the purposes of study, education and pleasure, proving goods for humans and their environment (Sutaarga, 1997 : 15-16).

Museums in relation to cultural heritage are institutions, places for storage, care, security, and use of material evidence objects of human culture as well as nature and their environment in order to support efforts to protect and preserve the nation's cultural wealth (Article 1. (1). 19 of 1995). But museums in relation to science and culture generally have a very broad meaning. Museum collections are materials or objects of scientific research.

The Lampung Museum has been initiated since 1975 by the Head of the Museum Development Office Representative of the Ministry of Education and Culture of Lampung Province in Tanjung Karang. The construction of the exhibition building facilities and new offices was carried out in the 1978/1979 Fiscal Year, based on the Minister of Education and Culture Decree Number: 064 / P / 1978 dated March 30, 1978, concerning the appointment of the leadership and treasurer of the rehabilitation and expansion project of the Lampung Museum. The laying of the first stone for the construction of the Lampung Museum was carried out by the head of the museum, history and archaeological sector of the Regional Office of the Department of Education and Culture of the Province of 6 Lampung, Drs. Supangat on June 31, 1978, at the location of Jalan Teuku Umar No. 64 Gedong Gedong Meneng Bandar Lampung. In 1984, with the implementation of Purna Pugar Purbakala Pugungraharjo Park which was centered in the Lampung Museum, the public began to get to know the existence of the museum more closely. To meet the interest of the people who want to visit, the Head of the Regional Office of the Ministry of Education and Culture of Lampung Province issued a Circular No. 0085 / I.12 / J / 1986 dated January 2, 1986 regarding the opening of the Lampung Museum every Saturday. Furthermore, in 1987 based on the Decree of the Minister of Education and Culture of the Republic of Indonesia No. 0754/0/1987, Museum Lampung received the status of the Technical Implementation Unit (UPT) of the Directorate General of Culture. On September 24, 1988, in conjunction with the commemoration of International Literacy Day which was centered at PKOR Way Halim Museum Lampung was inaugurated by the Minister of Education and Culture of the Republic of Indonesia, prof. DR. Fuad Hassan (Museum Handbook Compilation Team, 2016).

II. RESEARCH METHODS

In a study, a method is needed so that the objectives of the research can be achieved properly, besides that researchers must use a method that is in accordance with the problem to be studied so that the research can run as expected. Usman (2008: 41) says that a method is a procedure or a way to find out something that has systematic steps. In line with this expression Nawawi (1993: 61) explains that method basically means the means used to achieve goals. Because the general purpose of research is to solve problems, the steps to be taken must be relevant to the problems that have been formulated. Based on the above opinion, it can be emphasized that the method is the best way to be taken to achieve a goal.

The research approach used in this research is a qualitative method. This type of qualitative descriptive research is intended to obtain information. Qualitative research methods are defined as social sciences research methods that collect and analyze data in the form of words (oral or written) and human actions and researchers do not attempt to calculate or quantify the qualitative data that has been obtained and thus do not analyze numbers. (Afrizal, 2014: 13).

III. RESULTS AND DISCUSSION

Like other areas, Lampung has a museum that captures the history of this southernmost province of Sumatra Island. The name of the museum is Lampung Province State Museum "Ruwa Jurai". The museum is located at Jln. Zainal Arifin Pagar Alam No. 64, Rajabasa, Bandar Lampung, this is a very strategic location. Only a few hundred meters from the Rajabasa Bus Terminal and close to the UNILA Campus gate. The Lampung State Museum was inaugurated by the Minister of Education and Culture, Prof. Dr. Fuad Hasan on September 24, 1988. The inauguration of this museum coincided with the commemoration of International Literacy Day which was centered at PKOR Way Halim. The construction of this museum actually started around 1975 and laying down. The largest collection is ethnographics, reaching 2,079. This ethnographic collection includes various man-made objects whose manufacturing and use processes are characteristic of the culture of the people of Lampung. Lampung Museum area is 17,010 m². Lampung Museum has a storage collection, administration room, audio visual, hall, auditorium, laboratory, fumigation, workshop and library.

The Lampung Museum is a place of historical preservation, especially the history of Lampung. Until now, the State Museum of Lampung Province "Ruwa Jurai" has about 5,000 collections which are divided into 10 categories, namely: geological collections (objects of evidence of natural and environmental history), biologics (objects - objects related to nature and the environment), ethnography (objects created by humans), archeology (objects of prehistoric times), histories (objects that have historical value), numismatics, philology, keramology, fine arts, and technology.

And also the Lampung Museum has a relic of the Sriwijaya Kingdom. As we know, the Sriwijaya Kingdom is a Buddhist kingdom that is very strong in its maritime aspect. Examples of Sriwijaya's death include the Tulang Bawang inscription, armor belonging to Sriwijaya soldiers, cannons and traditional clothes. Other collections include biological, geological, numismatic (the study of collecting currency or coins), ethnography (studies to study ethnicities), history, philology (the study of languages), keramology, technography and archeology. Each collection is described in Indonesian and English. The ethnographic collection is the highest with the number 2079. The Lampung Museum collection is obtained from a grant. If you have historical objects, you can give them. Of course it is highly appreciated by the museum and the Lampung government.

Entering the museum, visitors are welcome to choose the first or second floor first. On the first floor, visitors can see historical relics. There are also collections from the royal era such as the Batu Bedil Inscription, the Humpback Inscription, the Bawang Inscription, the Ulu Belu Inscription, the Dadak Inscription, the Bohdalung Inscription in Banten and the Tanjung Raya Inscription. Evidence of entry and development of Islam also exists such as handwritten Al-Quran on deluang paper, tray, alpaca teapot, Marga Sabu stamp and Lampung script writing in Lampung, Arabic and Banten languages.

Legacy of Raden Inten II such as keris, sword and several pistols used against the Dutch. Raden Inten II is a national hero from Lampung who is a descendant of Sunan Gunung Jati and was born in 1834. He died tragically because of betrayal and traps by the alliance of Raden Ngrapat and the Netherlands in 1858. Raden Inten II's struggle is not only remembered through collections in museums but also immortalized his name into the name of the airport and the name of the college. Apart from Raden Inten II's weapon of war, Dutch currency is also a collection of the Lampung Museum, which proves Dutch intervention in Lampung.

The Lampung Museum is a permanent government-owned body that must exist. The Lampung Museum is not only a place of pleasure, but also for study and research purposes. The Lampung Museum is open to the public and the museum's presence and functions are for the benefit and progress of society. According to museum experts at the International Council of Museums (ICOM) in Copenhagen in 1974, a museum was formulated, namely: an institution that is

permanent, serving the interests of society and its progress, open to the public, not for profit seeking to collect, maintain, research, exhibiting, and communicating material proving objects of humans and their environment, for the purposes of study, education and recreation (FFJ Schouten, Pengantar Didaktik Museum, Jakarta, Museum Development Project, Directorate General of Culture, 1992: 3).

Every day, people from various walks of life and from various backgrounds come to the museum, bringing with them different challenges. In this effort, all parts of the museum, especially the Public Relations of the Lampung Museum, become one large communicative unit. Starting from the gate, receptionist, luggage storage, security, guides, to cleaners and toilets. Museum Lampung conditions itself as the host who opens the door wide with sincere hospitality. In this last effort, the museum as an institution must educate the human resources of Public Relations.

When traveling to a tourist destination (tourist destination), not a few visitors or tourists look for a location where evidence of the history and culture of a nation in that destination can be seen. Those who are passionate about culture or history tend to take the time to search the museum to see the collections on display. Tourists like this can be categorized as cultural tourists.

Visiting the Lampung museum is a cultural tourism activity, a type of tourism where tourists visit cultural assets or things related to the culture of a community, in tourist destinations the term visitor is more appropriate when tourists come to visit the museum. Tourists who come to tourist destinations and visit the Lampung museum as well as people who visit the museum are categorized as Museum visitors.

The Lampung Museum is a tourist asset both in urban areas and currently in the city of Bandar Lampung. An area can have natural, cultural and artificial tourism assets. A museum can be categorized as an artificial tourist asset. The museum was built for the needs of collection preservation and human enjoyment of the existence of human heritage objects. When visiting a tourist destination, tourists will be faced with a varied environmental atmosphere. In these conditions, humans (or tourists) will adapt to the environment. Therefore, in the context of tourism, there are two approaches that can occur when tourists observe an existing environment (for example a museum), namely the approach or the way in which they try to get closer to something. Second, the way or the degree to which he tries to avoid something (Bonn, et al, 2007).

IV. CONCLUSION

Based on the results of the discussion, it can be concluded that the aspects of the Lampung Museum Management that make the Lampung Museum a tourist asset are: The Lampung Museum is a tourist asset because this museum holds many historical assets and items of Lampung that can continue to be seen over time. The Lampung Museum also continues to be updated in appearance so that it can attract more public interest in visiting the Museum. Collections in the Lampung Museum are also the most store items related to the history of Lampung. The existence of the Lampung Province State Museum has met the requirements as a museum in accordance with Government Regulation number 66 of 2015, especially regarding museums that have a vision and mission, have a strategic location in the middle of the city of Lampung and also a large building with a typical Lampung architecture.

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