

Conference Paper

Utilization of Resource Maritime Museum of Jakarta as an Attractive Cultural Tourism Destination

Priyanto

Tourism Vocational Program at Universitas Indonesia, Depok, Indonesia

Abstract

This study aims to examine the Utilization of Resources Museum Bahari Jakarta as a Culture Tourism Attraction. This research uses qualitative research approach method with descriptive analysis. Stages in this research are observation, description and interpretation through cultural tourism and museology concepts. The research is expected to yield optimal results on how to make the Resources Museum Bahari Jakarta a cultural tourism attraction. The results of this study are also expected to be able to present the role and function of the Maritime Museum of Jakarta through various presentations that can be useful for the community.

Keywords: cultural tourism, Maritime Museum Jakarta

Corresponding Author:
Priyanto
Priyanto74@yahoo.com

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1. Introduction

Ismayanti (2010) states that cultural tourism is one type of tourism based on the mosaics of places, traditions, arts, ceremonies, and experiences that photograph a nation or ethnic group with the community, which reflects the diversity and character of the community or nation concerned. Based on cultural attractions, museums can be categorized as one of the cultural sights. The International Council of Museum [7], explains that museums basically have the functions of collecting and securing cultural heritage, documentary storage and scientific research, conservation and preservation, public dissemination and equity, art recognition and appreciation, interregional cultural recognition and the nation, the visualization of nature and culture, the mirror of the growth of civilization of mankind, the cultivating sense of caution to God. The museum has the main resources of various museum collections along with its information, the building of the museum building, which can be one of the attractions of tourists visiting the museum.

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One type of museum as a cultural tourism attraction is the Maritime Museum of Jakarta. Located at Jalan Pasar Ikan No. 1 North Jakarta. At first this building was built as a storage warehouse of VOC spices. The construction gradually began in 1718. In the year 1976 this building complex was handed over to the Government of DKI Jakarta and prepared as a museum. Then on July 7, 1977 The former VOC building complex was inaugurated as a Maritime Museum. The function of this place is as a place to preserve, preserve, care and present collections related to the life maritime of Indonesia from Sabang to Merauke (Monografi Museum, 2010).

Collection of museums displayed on this museum consists of various types of traditional boats with various forms of style and decoration that illustrates how high the culture contained in it. In addition presented various models of traditional boats archipelago and various models of modern ships and supporting equipment such as navigation, anchor model, the model of the flare tower, cannon and so forth.

Based on the aforementioned description, MBJ has cultural resources as one of the cultural tourism attraction. However, based on the author's assumptions through various information both from library sources and from the internet, the potential of cultural resources as a cultural tourist attraction is not fully utilized optimally.

Some studies that discuss about MBJ has been done among others by Subaedah, 2010 which discusses about the quality analysis service maritime museum of Jakarta. Faika Rahima Zoraida, 2010 which discusses the factors of visiting the maritime museum. Euis Nurul Bahriyah, 2015 which discusses the interpersonal communication of tour guide in introducing Indonesia to foreign tourists through visit to maritime museum. Elymart Jastro, 2010 which discusses the study of traditional boat of archipelago at North Jakarta maritime museum. But especially from the side of the study of cultural tourism MBJ has not been discussed specifically and deeply. Therefore, in this research will try to study and raised about Utilization of Marine Museum Resources Jakarta as a Tourism Culture Attraction.

Based on the aforementioned problems, the main problem arises, namely how is the effort to utilize MBJ resources as a tourist attraction of cultural tourism?

2. Literature Review

2.1. Cultural tourism

2.1.1. Tourism approach

Robert McIntosh, Shasikant Gupta revealed that tourism is a combination of symptoms and relationships that arise from the interaction of tourists, business, local government and host communities in the process of attracting and serving these tourists and other visitors (in [14]: 31).

In tourism is also known as tourism attraction, which is everything related to tourism that encourages tourists to visit the destination. Pitana (2009: 64) states that the tourist attraction is associated with the provision of attraction or tourist attraction for tourists. Its main location is mainly in tourist destination areas.

While talking about cultural tourism is one type of tourism based on the mosaics of places, traditions, arts, ceremonies, and experiences that portray a nation or ethnic group with the community, reflecting the diversity and character of the community or nation concerned. This type of tourism can provide benefits in the field of social culture because it can help preserve the cultural heritage as the identity of the nation that has the culture (Ismayanti: 2010).

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

2.1.2. Tourism component

The tourism system consists of components that result in the occurrence of a tourism activity/activity in a destination. Inskeep (1990) describes that the classification of tourism components includes the following components: (1) Attraction and Attractions, consisting of the potential of natural resources and cultural resources that have uniqueness and uniqueness, factors of cohesiveness, and the carrying capacity (Carrying Capacity) physically, Social and cultural. (2) Accessibility, is road and transportation infrastructure, Utilities (water, electricity, telecommunication). (3) Amenitas, that is, facilities and supporting facilities such as accommodation and restaurant, post office, bank, internet, Hospital, Police. Next are (4) society and environment, that is society profile and attitude of society, public participation related tourism activity. (5) Marketing, consisting of market share (domestic and international), tour packages, tourism investments and promotion (5) Institutions, are institutions of stakeholders (government, private and public).

2.1.3. Tourism products

ICOMOS (2004), explains that tourism products belonging to cultural heritage are cultural heritage sites, cultural saujana, oral traditions, sacred nature sites, museums, languages, underwater heritage, literature, music and performing arts, cultural heritage moves, Traditional culinary, religious and trust, cinematographic heritage, traditional medicine, festivals, digital documentation heritage, crafts, historic city, traditional sport.

2.2. Museum

Edson et al., (1997: 270), mention that the museum is a permanent institution, which does not seek profit in providing services to the community. In addition, the museum should also be open to the public, by collecting, taking care, researching and exhibiting the museum collection as evidence material of human civilization heritage and environment. The purpose of the establishment of the museum is for the benefit of study or research, education and recreation.

Museum activity is growing as a result of paradigm shift. If at first the museum's activity centered on the collection, then in its development the activity of the museum was centered on society, from 'about something to be to someone'. It is said that a museum should benefit society more than a place to store rare and expensive objects, not a fortress that exhibits a collection of rare objects, but a cultural institution serving the community ([11]: 8). Museums should be able to provide benefits to the community. It can be accomplished if the museum performs its functions properly preservation, research and communication.

Preservation activities include both physical and administrative maintenance of the collection. This includes collection management issues consisting of collection, documentation, conservation and collection restoration. In this concept collecting, documenting, conservation and restoration of collections are not treated as interrelated functions, but rather some aspects of collection management functions ([11]: 13).

The research activity refers to research into the cultural heritage that became the task of the new curator who has turned the function of being a researcher, in the sense of managing the collection into researching the collection ([11]: 13). Research on collections is necessary because the collection should be interpreted and presented to tourists so that the presentation may affect the tourist experience. Through interpretation method, it is expected that tourists see the presentation of the exhibition not

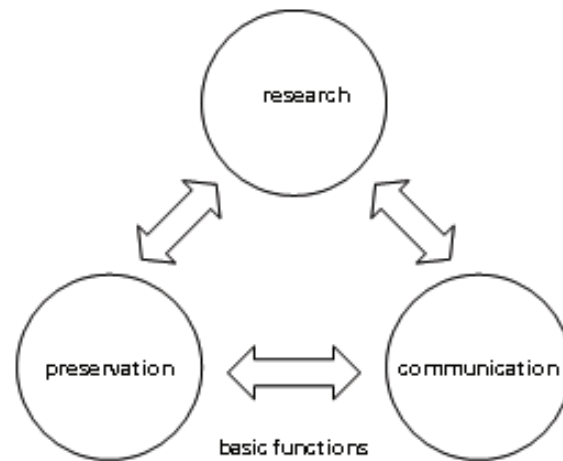


Figure 1: Key concepts basic functions of the museum. Source: van Mesch (2003).

only read the simple label attached to the exhibited object, but can stimulate tourists to think to capture the meaning or symbolism of the exhibited artifacts, so do not consider it only as inanimate objects. Museum collection research is an attempt to make the museum more significant for the community through more useful services to the community, and not just a collection warehouse.

Communication activities include dissemination of research results in the form of knowledge and experience in the form of exhibitions, educational programs, events, and publications ([11]: 13). It becomes clear that the collection before being exhibited needs to be interpreted first, so what is exhibited is the result of research in the form of knowledge or information about the collection. Presentation of the exhibition is viewed from the point of tourists, tourists are expected to gain meaning and gain new experiences and not see an inanimate object. The presentation of collections accompanied by the results of their interpretations conveys a message that can stimulate travelers to view collections otherwise or think about objects outside the 'normal' context ([11]: 14). Exhibitions become relevant to the experience and identity of travelers through interpretation. The application of good interpretation methods will capture the attention and interest of tourists to link the collections on display with their own frame of mind and experience. The context of meaning created through the interpretation of the exhibited collections can help travelers understand the past and the importance of preservation for the benefit of future generations. Submission of interpretation results through the presentation of the exhibition can also straighten the interpretation of improper tourists ([11]: 14).

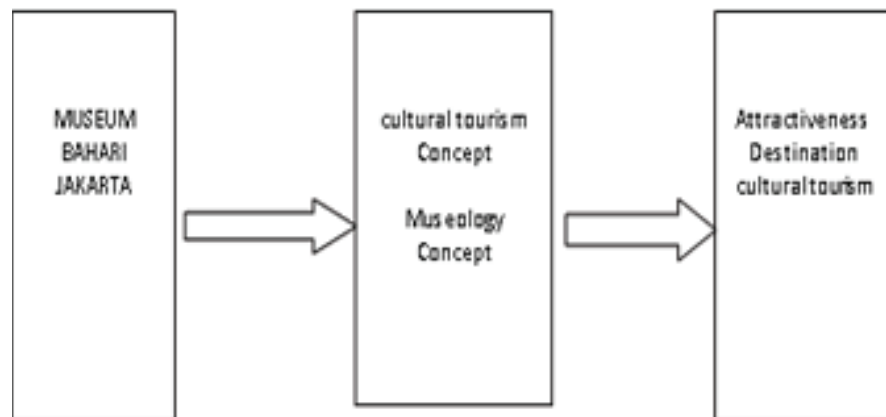


Figure 2: Flow chart of the conceptual framework. Source: Priyanto (2016).

3. Research Method

This research uses qualitative research method approach. Qualitative research method is a research method used to examine the condition of natural objects, where researchers are as a key instrument, data analysis is inductive, and qualitative research results more emphasis on meaning [16]. The stages in this research are data collection stage (Observation, Documentation Tracking, Counselor Study), data processing stage, and data interpretation stage.

4. Result and Discussion

4.1. MBJ collection

MBJ has 126 collections of marine history objects. Especially traditional commercial boats and boats to VOC vessels. Among the dozens of miniatures on display are 19 original boat collections and 107 miniature pieces. In addition, there are various models of modern ships and supporting equipment for shipping activities. Also equipment used by sailors in the past such as navigation tools, anchors, binoculars, lighthouse models and cannons.

The exhibition at MBJ also features a collection of marine biota, data types and distribution of fish in Indonesian waters. The museum also stores various equipment as well as stories and traditional songs of fishermen community of Nusantara. The museum also features TNI AL, cartographic collections, Onrust Island mockups, maritime archipelago as well as ship trip KPM Batavia – Amsterdam.

Thematically, the collection and information exhibition is divided into a number of divisions of space, namely: 1. Space Fishermen of Indonesia, exhibiting miniature ships

and equipment service. 2. Space Technology Captures Fish, showing off a collection of fishing lines, traps, and nets. 3. Traditional Shipbuilding Technology Room, exhibiting technology and shipbuilding center. 4. Space Biota Sea Collection, exhibiting various types of fish, shellfish, sea plants, and dugong. 5. Space Port of Jakarta 1800–2000 (World Trade Center), exhibiting artefacts related to harbor history in Jakarta at that time span, including cannons, ceramics, and fortresses. 6. Space Navigation, showing off a compass collection, telescopes, and a number of navigational aids. 7. Indonesia–Europe Steamship Shipping Space, exhibiting a collection of documentary photographs of the first steamship voyages from Europe to Asia.

The museum is not a building for storing ancient items but a building to provide information through museum collections to the public. Seeing the large number of collections that exist in the MBJ, according to the opinion of the author of the collection that many do not need to be presented all in the exhibition space. MBJ must be smart and careful in selecting and sorting the existing collection. MBJ have masterpiece collections can be one of the alternatives as a preeminent collection to be presented in the museum's showroom.

MBJ collections, however, the state of affairs when viewed by tourists as exhibition material in the demonstration room should look good and have a high value. MBJs need to mature the existing collection at a very nice place, looks expensive, clean, wearing a good base and lighting, so tourists are interested to see it. MBJ needs to re-arrange the exhibition space by making the exhibition space comfortable, cool, fresh, bright, clean, beautiful, does not look cheap and looks neat and artistic.

MBJ can further elevate the value and 'meaning' of its collections as evidence of human cultural heritage and its natural environment. Explanations of value and 'meaning' can be presented, among others, in the form of labels, panels, and lecture mix. The presentation of text that is too long will make tourists bored. It can be replaced with illustrations of ship portraits, ship paintings, maps, diagrams, tables, models and so on.

MBJ periodically changes the theme of existing exhibitions so that travelers who have visited the MBJ at other times can get something new again. Related to this MBJ should have information that is closely related to the values and meaning of the collection so that for the exhibition replacement material periodically. It is expected that the visit to MBJ always gets something new, so MBJ is useful for the community.

4.2. MBJ building

MBJ is located within the Outside Batang Fish Market area, Penjaringan, North Jakarta, located at Jalan Pasar Ikan No. 1. Sunda Kelapa. Before being made MBJ, the three-story building is a Dutch VOC spice warehouse located on the edge of Jakarta Bay. Formerly when the edge of Jakarta Bay became an important commercial center.

MBJ stores various Indonesian maritime history relics. MBJ building that stands beside the estuary of Ciliwung River has two sides. The western side is known as Westzijdsche Pakhuizen or Western Warehouse. This warehouse was built gradually from 1652 to 1771. Medium on the east side is called Oostzijdsche Pakhuizen or East Warehouse. The Western Warehouse consists of four building units, of which three units are now used as the Maritime Museum. The building was originally used to store VOC merchandise in the archipelago, that is, spices, coffee, tea, copper, lead, and textiles.

During the Japanese occupation, these buildings were used as a store of Japanese army logistics. After Indonesia Merdeka, this building is used by PLN and PTT for warehouse. In 1976, the heritage building was restored, and then on July 7, 1977 was inaugurated as MBJ.

The museum building as a source of information should be representative place. Related to the building of MBJ building, there are some things that need to get attention. MBJ will become more attractive if the infrastructure is improved such as improving the lighting inside the museum so that tourists are more clear in seeing and enjoying the exhibition. Likewise, the air cycle inside the MBJ needs to be improved in order to avoid the heat and stuffiness so that tourists feel more comfortable in visiting.

4.3. MBJ programs

Program activities in the MBJ include fixed exhibitions and temporary exhibitions. Tourists can visit MBJ at 09.00–15.00 WIB, from Tuesday to Sunday. On school holidays, the museum continues to serve.

According to the writer's full opinion, MBJ need to organize events or events more frequently than temporary exhibitions and temporary exhibitions. Such activities may be programs for schoolchildren such as boats from various media (paper, wood, plastic, and the like). Can also regularly hold seminars/workshops related to maritime of Indonesia. These programs need to be improved so that MBJ are more lively and provide benefits to the community.

5. Conclusion

Efforts to utilize MBJ resources as cultural tourism destinations can, among other things, be done by (1) Optimizing the display of MBJ collections, (2) Packing MBJ collections in exhibitions, (3). Package of exhibition space to be harmonious and artistic, (4) Raising values and interpreting MBJ collections, (5) Developing thematic exhibits, (6) Improving MBJ building facilities and infrastructure, (7) Packing creative and innovative MBJ program activities,

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