

Strategy of Tourist Events Museum De Javasche Bank Surabaya

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Abstract

Surabaya is one of the cities in Indonesia which has quite a lot of museum rows with various types of museums. One type of scientific museum is the De Javasche Bank Museum. The collection of historical objects and the historical value of the building is very interesting in fact unable to attract visitors to come and learn. De Javasche Bank Museum is also one of the museums in Surabaya whose existence is not widely known by the public. It is necessary for an integrated marketing communication strategy to solve this problem. One of the integrated marketing communication tools from Sales Promotion is Event Marketing. This research uses qualitative research methods with a descriptive analysis approach. Data collection techniques in this research are field studies and literature studies. Primary data in this study is data that is directly obtained from museum managers, visitors, and the community through observations and interviews, while secondary data comes from literature.

Keywords

museum; bank;
promotion; event



I. Introduction

Surabaya is one of the cities in Indonesia that has quite a number of rows of museums with various types of museums. One of the museums that is well known by some people is the De Javasche Bank Museum which is located on Jalan Garuda No. 1 Krembangan. The De Javasche Bank Museum is one of the historical places during the Japanese colonial era, then changed its function during the Dutch colonial period until it later served as the beginning of the development of banking in Indonesia. The De Javasche Bank Museum is also the first Bank Indonesia office located in Kota Surabaya. It can be said that the De Javasche Bank Museum does not only exhibit historical objects, but the building itself has a very high historical value. It does not stop there, the interior of the building to the building scheme also has a very interesting architectural value. So that not only visitors who are interested in banking science can explore there but also visitors who like architecture. The condition of the Garuda (Rajawali) road, which is no longer the same as it used to be, sometimes also becomes one of the things that makes it difficult for most visitors to find the exact location of the De Javasche Bank Museum. So people don't even think about visiting the museum. Most of the visitors who came were from the House of Sampoerna Museum visitors who took advantage of the tour bus service around the city of Surabaya which did have routes to get around to several places that had historical values of the struggle for independence. The problem that appears on the surface is not because people are not interested, but because many people do not know the existence of this museum.

For this reason, it is necessary to do an integrated marketing communication strategy to solve this problem. One of the integrated marketing communication tools from Sales Promotion is Event Marketing (Belch, 200:523). The strategy is not only promoting the museum, but directly holding events and promoting the event. In a narrow sense, the event

is defined as an exhibition, performance or festival, provided that there are organizers, participants and visitors. But in a broad sense, the event is defined as a period of activity carried out by an organization by bringing people to a place so that they get important information or experience as well as other goals expected by the organizers. The museum that has an annual event is the Ten November Museum. The annual event is the theatrical drama of the Suroboyo arek struggle against colonialism which is held to coincide with the anniversary of the city of Surabaya. This event is an annual activity that is much awaited by the people of Surabaya and even outside the city of Surabaya. So that people have a lot of interest in making repeated visits to the museum. Not many museums hold an event to invite many visitors and make repeated visits. However, some museums choose an event strategy to enliven the museum. Events can be carried out regularly or periodically for the purpose of repeat visits can be achieved.

This research is very important for the continuity of the existence of the De Javasche Bank museum. The number of visitors is a benchmark for the extension of the museum's maintenance financing. The costs incurred are expected to be commensurate with the benefits received by the wider community. So in other words, if there is no interest in visiting from the public, it is very likely that the existence of the museum will be converted into something else. As has happened, namely the closure of the Children's Museum Kolong Tangga Yogyakarta which is already very difficult to operate due to lack of visitors and heavy maintenance costs. It would be a shame if the closing of the museum also occurred at the De Javasche Bank Surabaya Museum. This research also means maintaining intellectual property and educational tourism objects through museums owned by the city of Surabaya.

II. Review of Literature

According to (Kennedy, 2009) event is an exhibition, performance or festival that has the condition that there are event organizers, participants and visitors who are members of one activity. All events held must have a main purpose. One of the main goals of the event is to reach the target audience. According to (Any, 2013) in the book *Event Management*, the main key in organizing events is that visitors know what benefits will be obtained through an event.

Each event has its own characteristics depending on the characteristics of the institution holding the event. These characteristics are uniqueness, perishability, intangibility, atmosphere, service, and personal interaction (Any, 2013). The following is an explanation of each characteristic:

1) Uniqueness

The success of an event depends on the development of ideas. The essence of organizing an event that comes from an idea is that it must be unique and have something different from other events. Uniqueness can come from various things ranging from themes that are adapted to the conditions of the community, participants, the surrounding environment, visitors to the event and several other things.

2) Perishability

Perishability means that every event held, whether it's a new event or a regular event, will never have the same result. One event will be 'destroyed' after the end of the event, so it cannot be repeated exactly as the previous event. Therefore, it is better if every event organizer can take advantage of the existing momentum for the sake of carrying out the event in accordance with expectations

3) Intangibility

The experience of attending an event is a form of intangibility for visitors or event participants. To provide an unforgettable experience for event visitors, the organizers strive to create something that turns intangibility into tangible.

4) Atmosphere and service

The atmosphere and service in an event is one of the most important characteristics when the event is taking place. Event organizers have a challenge to build the right atmosphere in accordance with the theme of the event being raised. The services provided must also be carried out very maximally, so that visitors get satisfaction.

5) Personal Interaction

Personal interaction from visitors during the event is a direct reciprocity expected from event organizers. The presence of personal interaction from visitors indicates that they contribute to the course of the event.

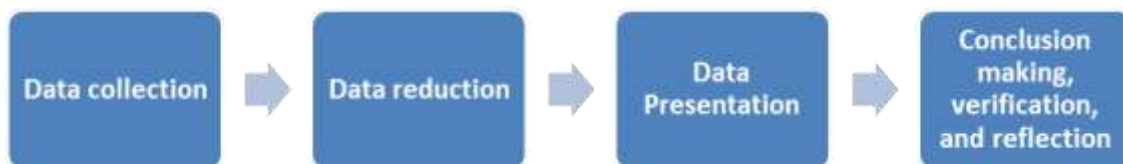
According to (Ardiwidjaja, 2013) museums are one of the elements in society that store cultural heritage that connects humans from the past to the present. This cultural heritage is evidence of human civilization that has gone through a very tortuous social process. Meanwhile, in the Government Regulation of the Republic of Indonesia No. 66 of 2015 Museum is an institution that functions to protect, develop, utilize collections, and communicate them to the public.

III. Research Methods

This research is a qualitative research. The research method used in this study is descriptive analysis. The descriptive method itself is used as a problem solving procedure that is being investigated in the study through a description of the condition of the research object. The object of research in this case is the De Javasche Bank Museum. Conducted focusing on determining the De Javasche Bank Museum Tour event model to attract visitors. The analytical model in this qualitative research is referred to as an interactive model. (Miles, 2014) In this interactive model data analysis, the components of data analysis include:

- a. data collection
- b. reduction
- c. data presentation
- d. drawing conclusions

The stages of data analysis in research can be described as follows:



Source: Research results

Stage 1 → Data Collection

Data collection techniques are carried out in 2 ways, namely:

a. Interview

An interview is a conversation with a specific purpose carried out by two parties, namely the interviewer who asks the question and the interviewee provides answers to the question (Moleong, 2013). at the De Javasche Bank Museum.

b. Documentation

Documentation is a data collection technique by studying documents, reports, pictures, articles, and other literature relevant to research. (Moleong, 2013) states that sources of information in the form of documents or notes will be quite useful, relatively inexpensive to obtain. Researchers will explore more detailed data from event documentation records that have been carried out by museum managers.

Stage 2→ Data reduction

In data reduction, the process of selecting, focusing and simplifying the data is carried out. Data reduction is done by taking data that is relevant to the research objectives, while those that are not relevant will be discarded. The reduced data will provide a clearer picture, making it easier for researchers to collect and add further relevant data.

Stage 3 → Data Presentation

Through the presentation of the data, the data will be well organized, arranged in a pattern of relationships that are adapted to the research objectives so that they are easy to understand. Presentation of data in the form of narrative text.

Stage 4 → Conclusion making, verification, and reflection

In this process, the data that has been collected and categorized previously is systematically interpreted. The verification process is carried out on oral information and documentation. The reflection process is carried out to get a correct and complete understanding. The conclusion in this qualitative research is the finding of a causal relationship or interaction which is presented in the form of a description.

IV. Results and Discussion

The De Javasche Bank Museum is one of the immovable assets whose management is directly under Bank Indonesia. Inaugurated by the Governor of East Java Mr. Hj. Soekarwo and the Governor of Bank Indonesia Mr. Darmin Nasution on January 27, 2012. Looking at the history of the building and its existence during the colonial period, the De Javasche Bank Museum is classified as a cultural heritage museum with classification A. This means that the De Javasche Bank Museum is a building that is not allowed to be demolished. or changed. Even if it is necessary to demolish it because the condition of the building is fatally damaged, the construction or renovation must be as similar as the original, including the use of the material. Therefore, the building that can now be enjoyed by the public is a building that was built in 1904, because the original building built in 1829 has been demolished. The interior and exterior style of the De Javasche Bank museum building carries a Neo-Renaissance style like its headquarters in Batavia (now Jakarta) first.

The De Javasche Bank Museum is built on an area of 1,000 square meters. Consists of 3 floors, namely:

1st floor → Operational and administrative floor of the bank

This 1st floor includes the basement floor which contains historical records of the Bank Indonesia museum building. On this floor also contains banking equipment in the past which is quite complete and in very good condition because maintenance is always taken care of by the manager. The banking tools in the museum include:

- a. Coin counting machine
- b. Foreign banknote counting machine
- c. Password machine
- d. Paper shredder
- e. CVCS Machine



Figure 1. Bank operational computer equipment

An interesting corner on the 1st floor is the money storage room at that time. Because in the past only physical money storage was known, the Bank Indonesia museum also has a special money storage room. The design of the storage space is also very interesting, because it has a very unique manual access control.



Figure 2. Money Storage Room

2nd Floor → Service floor

The 2nd floor is a very spacious hall used as a service center for customers. There are not too many historical objects on this floor. This room has a very strong Dutch-style architectural design. Starting from the shape of the doors, windows, wall decorations and also the very high roof.

However, what is quite interesting on this floor is the existence of a service counter with a very unique shape. The design seems stiff, because the walls of the counter are made of wood with solid iron bars. There are only a few holes for giving and taking money from bank officers in the counter cabin. On the 2nd floor this is also the access to the 3rd floor.



Figure 3. Service Counter

3rd floor → Archive Room

This 3rd floor is a floor that is rarely visited by visitors because this room is an archive room. However, according to the museum manager, this 3rd floor has a very wide space and can also be used as a showroom. Therefore, this 3rd floor only contains empty shelves.



Figure 4. 3rd Floor Atmosphere

Many things can be explored in this De Javasche Bank museum. Starting from the architectural side of the building, the development of banking in Indonesia and the history of Indonesia during the colonial period.

Event Strategy Implementation

The main purpose of holding an event is to bring in mass or visitors to be able to gather in one place and then these visitors can enjoy the events offered. The purpose of the event at the De Javasche Bank museum is to introduce and remind the public of the existence of the museum in the community. The existence of an event can also make visitors make repeated visits with different nuances and atmospheres. The type of event held also affects the type of visitors targeted. The types of events that can be held at the De Javasche Bank museum are Leisure Events and Cultural Events. The following is an example of a detailed event strategy that can be implemented in the De Javasche Bank museum:

Table 1. Strategy for the De Javasche Bank museum event

LEISURE EVENT		
1	<p>Rupiah Currency Design Competition</p> <ul style="list-style-type: none"> - Incoming designs will be exhibited in the museum's showroom - The choice of winners can be categorized into 2 parts, namely the winner based on the jury's assessment and the favorite winner based on the visitor's favorite choice - Through this system, visitors are targeted to continue to arrive to provide assessments and support for competition participants 	<p>The target participants and visitors are teenagers and adults</p>
2	<p>Coloring competition for kindergarten and elementary school children</p> <ul style="list-style-type: none"> - In terms of the age of the target participants, they do not fully understand the world of banking, but at least they are introduced to the Rupiah currency and bank functions in a simple way. - This activity is very interesting, because the educational value about banks must be adjusted to the age of the participants or the target visitors - This activity also introduces children to museum visits 	<p>Target participants of the competition: children in the Kindergarten and Elementary level categories</p> <p>Target audience: adults and children</p>
CULTURAL EVENT		
1	<p>Banking Progress Seminar</p> <ul style="list-style-type: none"> - Seminar as well as providing information and an overview to the public about the banking development process in Indonesia - This seminar activity will provide positive energy to the community regarding the development and progress of our country through banking developments 	<p>The target participants and visitors are the general public, businessmen and academics</p>
2	<p>Indonesian Community E-Money Change Seminar</p> <ul style="list-style-type: none"> - The purpose of the seminar is to provide education to the public about changes in the pattern of money distribution in the community - This includes providing clear information about virtual transactions in terms of security and transaction processing that can be done via mobile and the internet. 	<p>The target participants and visitors are the general public, businessmen and academics</p>
3	<p>SME Workshop on Small Business Capital Disbursement</p> <ul style="list-style-type: none"> - This seminar reminds SME entrepreneurs that the presence of a bank can help them in seeking capital and small business financial planning 	<p>The target participants and visitors are the general public, small and medium entrepreneurs, and private investors</p>

Source: De Javasche Bank museum

The theme or topic of the activity can also be adjusted to the current conditions and situations, in order to attract visitors to attend. The 2nd floor hall room can be conditioned to hold various events. Given the size of the room and the very attractive atmosphere, everyone feels comfortable in the room the event held is strived to become an annual event that is regularly held.

V. Conclusion

The De Javasche Bank Museum is one of the museums that is a silent witness to the development of banking in Indonesia as well as a witness to the civilization of the Indonesian people during the Dutch and Japanese colonial times. this museum. So that they really understand and appreciate the meaning of a change process for the better. For this reason, it is necessary to have a series of periodic activities that can invite them to visit the De Javasche Bank museum. One of the appropriate strategies for this right is the implementation of an event strategy. Through the implementation of the event, the museum manager can indirectly 'invite' visitors who may not have thought of visiting before but because of an event it can attract them to make a visit. In the process of implementing the event, the De Javasche Bank Museum will also carry out event promotion activities. Promotion of the event is also at the same time promoting the existence of the museum. So that the public will be offered 2 important values at once, attending events held and visiting museums. An event will also be much more meaningful if the event is held regularly. Activities and promotions that are carried out regularly will also have a very high positive value and can become an event identity for the organizers.

The limitation of this research is that it only focuses on the implementation of the event strategy, but does not discuss the promotion strategy process to communicate the event that is being held. Further research can focus on promotion strategies by using other event marketing theories.

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