

Strategy For Management of the Soenda Ketjil Museum As A Tourism Attraction in Singaraja City, Bali

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Abstract

The Soenda Ketjil Museum is one of the museums that is used as a tourist attraction in Singaraja City, Buleleng Regency, Bali. By seeing the importance of the role of museums in this era, the authors are interested in discussing management strategies and the potential of the Soenda Ketjil museum as a tourist attraction in the city of Singaraja, Bali. This study aims to maximize the potential and management of the Soenda Ketjil Museum, so that it can make the Soenda Ketjil Museum an attractive place for the public to visit. This research uses structural functional theory and management theory. The data collection method used is the method of observation, literature study, and interviews. The data analysis technique used is qualitative analysis and SWOT analysis. Soenda Ketjil Museum has internal potential and external potential. The internal potential of the Soenda Ketjil Museum consists of the collection and storyline it owns, the museum building, and the audiovisual room of the Soenda Ketjil Museum. Its external potential is the strategic location of the Soenda Ketjil Museum, and the existence of other supporting tours that can support the existence of the Soenda Ketjil Museum. To achieve the goals of the Soenda Ketjil Museum as a tourist attraction, it is formulated as follows: revamping the organizational structure of the museum, increasing human resources, improving the museum's security system, improving the management of museum collections, restoring the function of the audiovisual room, and revamping the facilities in the museum.

Keywords

Soenda Ketjil museum;
management strategy;
tourist attraction



I. Introduction

According to ICOM (International Council of Museums) Museum is an institution that is permanent, not for profit, serving the community and its development open to the public, caring for, connecting and exhibiting for the purposes of study, education and enjoyment, objects of human evidence. and the environment (Sutaarga, 1997/1998:15). Museums can be part of cultural tourism, because in this case the museum acts as a place that stores objects from the past as well as works of art from various regions which can later be used as a place for learning and research to study the living culture of different people.

The Soenda Ketjil Museum is one of the tourist attractions in Singaraja City and is managed by the Buleleng Regency Government under the auspices of the Buleleng Regency Culture Service. The Soenda Ketjil Museum is a museum which was inaugurated on March 13, 2018, the Soenda Ketjil Museum has a close relationship with Mr. I Gusti Ketut Pudja. In addition to reminding the history of Singaraja City as the center of government, the existence of the Soenda Ketjil Museum is also to arouse the pride of the people of Buleleng because Buleleng was once an area that had a great influence on the

history of the Indonesian nation, as well as honoring the services of the hero Mr. I Gusti Ketut Pudja.

The unattractive arrangement of the collection makes visitors bored quickly and reluctant to visit the Soenda Ketjil Museum, moreover there are still many people who still think that the museum is an ancient and outdated place. The absence of an organizational structure and the lack of Human Resources (HR) who are experts in the museum field make the management at the Soenda Ketjil Museum still not optimal. Therefore, the number of visitors who come to the Soenda Ketjil museum is not as much as other tourist attractions in Singaraja City. In order to attract public interest to visit the museum, improvement in the management of the Soenda Ketjil Museum is needed. It is necessary to make improvements to management management, improve infrastructure, as well as improve the layout of the exhibition hall, as well as other supporting equipment.

Therefore, in an effort to increase the development of the Soenda Ketjil Museum, it is necessary to have a good management strategy and maximize the potential of the Soenda Ketjil Museum to develop the Soenda Ketjil Museum as a tourist attraction in Singaraja City.

II. Research Method

To discuss the above problems, several data collection techniques were used, namely observation, interviews, and literature studies. After the data has been collected, then the data is analyzed using qualitative analysis and SWOT analysis.

Qualitative analysis emphasizes careful recording of all phenomena seen, heard, and read through observations, interviews, and literature studies expressed in the form of words or descriptions. Meanwhile, SWOT analysis is used to identify various factors systematically to formulate a management strategy for the Soenda Ketjil Museum. This analysis is based on a logic that can maximize strengths (Strengths) and opportunities (Opportunities), but at the same time can minimize weaknesses (Weaknesses), and threats (Threats). Through the method used, it is hoped that the preparation of the results of the research carried out can achieve positive goals in accordance with what is expected.

III. Results and Discussion

3.1 Potential of the Soenda Ketjil Museum

According to the Big Indonesian Dictionary, the notion of potential is an ability that allows it to be developed from an object that can produce something. A museum has its own potential which will allow it to be developed and benefit the community and the museum itself.

Soenda Ketjil Museum has internal and external potential. Internal potential is the potential that arises because there is an influence from within the museum, while external potential is the potential that comes from outside the museum environment that can affect the museum. The following will discuss the internal and external potential of the Soenda Ketjil Museum.

3.2 The Internal Potential of the Soenda Ketjil

a. Museum Soenda Ketjil Museum Building The Soenda Ketjil

Museum building was formerly a customs office in the Buleleng Harbor area named Building Koninjklike Paaketvaarf Maatschappij (KPM) Utilization of historical buildings is part of the development of cultural tourism which can be one of the factors to attract

tourists. The existence of historical buildings, sites, or monuments is a potential for the development of heritage tourism or cultural heritage tourism.

The Soenda Ketjil Museum building has the potential to attract tourists with its unique architecture. In addition, the Soenda Ketjil Museum Building also has historical value, because the building of the museum has existed since the Dutch colonial era. By utilizing the beauty of the architectural form and the historical value of the Soenda Ketjil Museum building as a tourism product, this is one way out so that the Soenda Ketjil Museum building can continue to survive as the times develop.

b. Soenda Ketjil Museum Collection

collections on display at the Soenda Ketjil Museum are relics of Mr. I Gusti Ketut Pudja, several photos of activities at Buleleng Harbor, a replica of the reliefs of the Maduwe Karang Temple, a collection of documents related to the history of Soenda Ketjil Province, and also several pictures that provide information regarding Soenda Ketjil and also the history of Buleleng. The collections are displayed on the walls of the museum and there are also collections placed on wooden shelves.

c. Storyline

Plot or plot is an event that is displayed based on a time sequence relationship or causal relationship so as to form a story (Nurgiantoro in Efritianto, 2019: 53). The storyline or storyline contained in the Soenda Ketjil Museum is in the form of an advanced or progressive plot, the storyline contained in the Soenda Ketjil Museum tells about the history of the formation of Soenda Ketjil which is divided into three periodizations, namely the period of the Buleleng kingdom, the colonial period, and the early period of independence.

d. Audiovisual Room

Soenda Ketjil Museum has a building containing an audiovisual room measuring 15 X 6 m², but the audiovisual room is located separately from the Soenda Ketjil Museum building. The Audiovisual Room at the Soenda Ketjil Museum can be used to show films about the history of Buleleng and the history of Soenda Ketjil that can be watched by museum visitors. The interior of the audiovisual room is a soundproof room. To enter this room, visitors to the Soenda Ketjil museum do not need to pay a fee.

3.3 External Potential of the Soenda Ketjil

a. Museum Location of the Soenda Ketjil

The Soenda Ketjil Museum is located on Jalan Erlangga, Buleleng District, Buleleng Regency. Soenda Ketjil Museum can be reached very easily, either by using two-wheeled vehicles or by four-wheeled vehicles. Accessibility to the museum is fairly easy because it is on the edge of the highway, besides that the road conditions taken to get to the Soenda Ketjil Museum are fairly good with a relatively flat road topography. The location of the Soenda Ketjil Museum which is in the midst of a crowd of people and is also in a tourist destination is a distinct advantage for the Soenda Ketjil Museum, moreover, access to the museum is very easy to achieve.

b. The Area around the Soenda Ketjil

The Soenda Ketjil Museum is located in the Tourism Destination Area (DTW) of the former Buleleng port. In this tourist destination, there are many tourist objects that can

support the existence of the Soenda Ketjil Museum as a tourist attraction in Singaraja City, the tourist objects are the former Buleleng Port and also the Ling Gwan Kiong Temple.

The attraction contained in the former port of Buleleng is in the form of a beautiful sea view of Buleleng Harbor, especially in the afternoon. In the Buleleng Harbor area there is also a historical monument with the name Yudha Mandala Tama Monument which can be seen by tourists. As a support for enjoying the beauty of the Buleleng Harbor tourist attraction, there are several floating restaurants that serve a variety of food menus and there are also street vendor stalls not far from the Buleleng Harbor tourist attraction, so that visitors don't have to go far to fill their hungry stomachs. starving.

Besides being able to enjoy the beauty of the former Buleleng Harbor, visitors to the Soenda Ketjil Museum can also tour the Ling Gwan Kiong Temple which is located not far from the Soenda Ketjil Museum. At this temple, visitors can see the temple building which has an oriental style architecture. The atmosphere inside the temple feels so calm, visitors can find a fish pond with lotus flowers when they want to enter the interior of the temple. The existence of decorative ornaments in the form of bridges with ornaments in the form of dragons further enhances the atmosphere in the temple building. Every part of the temple building is also filled with carvings of gods who worship Tri Dharma people. To visit this temple, visitors only need to make a voluntary donation in the form of money.

3.4 Soenda Ketjil Museum Management Strategy

According to Pitana (2009) in a book entitled "Introduction to Tourism", it is said that management is a process of carrying out certain activities by mobilizing the energy of an individual or group to achieve the results and goals of an organization. According to (Kasnowihardjo, 2011:55) In general, the form of archaeological resource management applies five management elements, namely:

1. Planning: planning
2. Organizing: organizing
3. Directing: instructions
4. Actuating: implementation
5. Controlling: controlling

The Soenda Ketjil Museum is a museum which is managed by the government of Buleleng Regency and is under the supervision of the Culture of Buleleng Regency. Currently, the management of the Soenda Ketjil Museum as a tourist attraction has not yet achieved an optimal impression and still has several shortcomings. In its management, the Soenda Ketjil museum still does not have an organizational structure, human resources are still inadequate, there is damage to some parts of the building, the security system is still lacking, facilities and infrastructure are not well maintained, and the audiovisual room is not functioning because there is a street vendor stand. five that block access to the audiovisual room.

To achieve the goal of making the Soenda Ketjil Museum a tourist attraction, it is necessary to have a good management strategy and maximize the potential of the Soenda Ketjil Museum so that later the Soenda Ketjil Museum can provide satisfaction for visitors.

3.5 SWOT Analysis Against Soenda Ketjil Museum

SWOT analysis is an analysis that can be used in the world of tourism. In this study, SWOT analysis is used to assess and identify strengths, weaknesses, opportunities, and threats at the Soenda Ketjil Museum.

The following is a description of the SWOT analysis approach to the management of the Soenda Ketjil Museum tourist attraction.

Strength (*Strength*)

- a. Collection owned by the Soenda Ketjil Museum.
- b. The unique architecture of the Soenda Ketjil Museum building.
- c. The museum room is large enough to place new collections and can be used to hold a competition event or exhibition activity.
- d. There are quite complete facilities and infrastructure, such as a large parking area, wheelchair lanes, photo spots, lighting, LED TV, *Air Conditioner*, toilets, and audiovisual rooms.

Weaknesses Noise

- a. Organizational structure at the Soenda Ketjil Museum.
- b. There is no vitrin to protect museum collections.
- c. There are no information labels on some museum collections.
- d. Inadequate collection information labels in some collections (still in the form of *hang tags*).
- e. There is damage to some parts of the building.
- f. Human resources are still inadequate.
- g. Poorly maintained toilet facilities managed by the museum.
- h. The security system at the Soenda Ketjil Museum is still inadequate.
- i. The audiovisual room is not functioning because it is blocked by a street vendor stand.
- j. There are street vendor stands around the museum area, giving an untidy impression.

Opportunities Soenda

- a. Ketjil Museum is in the middle of a crowd of people.
- b. Easy access to the museum and good road conditions.
- c. The location of the Soenda Ketjil Museum is in a tourist attraction area, and close to other tourist attractions.
- d. An audiovisual room that can be used to play documentaries for people who visit the Soenda Ketjil Museum.
- e. Rooftop audiovisual room that can be used to open a *coffee shop* or souvenir shop.
- f. Opportunity to open a souvenir shop or gift shop for the community.

Threats (*Threats*)

- a. Management is still not adequate.
- b. The influence of modernization.
- c. Low public interest in visiting museums.
- d. The threat of damage to the museum building which can result in a decrease in the quality of the building of the Soenda Ketjil Museum.

3.6 SWOT Matrix Analysis of Soenda Ketjil Museum Management as a Tourist Attraction

Based on the SWOT analysis above, there are four sets of SWOT matrices in the form of strategies, namely as follows:

SO Strategy

- a. Improving the presentation of museum collections to be more informative in order to build bonds with museum visitors.
- b. Restoring the function of the Soenda Ketjil Museum audiovisual room as it should be.
- c. Collaborating with various communities and travel agents to carry out promotional activities.

WO Strategy

- a. Improve the management of the Soenda Ketjil Museum, and add the museum's organizational structure.

- b. Provide adequate human resources.
- c. Maintain, repair, and develop existing museum facilities.
- d. Adding museum security facilities that are not yet available, such as surveillance cameras / CCTV, smoke detectors, and fire extinguishers.
- e. Perform maintenance on collections and add vitrin so that the collections in the museum are not damaged.
- f. Realizing supporting facilities in the form of a souvenir shop or coffee shop to increase public interest in visiting the Soenda Ketjil Museum.

ST Strategy

- a. Make efforts to preserve cultural assets by conserving cultural heritage, so that it can help preserve the Soenda Ketjil Museum tourist attraction and the collections in it.
- b. Improving museum management so that the museum can survive with the times.
- c. Organizing various events in the museum area in order to attract public interest to visit the Soenda Ketjil Museum.

WT Strategy

- a. Increase museum promotion activities, so as to increase public awareness and interest in visiting museums.
- b. Moving the stands / stalls of street vendors so that the audiovisual room of the Soenda Ketjil Museum can function properly.

IV. Conclusion

Based on the results of the discussion above, the conclusions from the formulation of the research problem are as follows:

1. Soenda Ketjil Museum has potential in the form of internal potential and external potential. The internal potential of the Soenda Ketjil Museum includes the collections it owns, the museum building which is a historical building, the storyline presented in the museum, as well as the audiovisual room. While the external potential possessed by the Soenda Ketjil Museum is the accessibility of the museum which is easy to reach, and the location of the Soenda Ketjil Museum which is close to various other tourist objects in Singaraja City.
2. The management of the Soenda Ketjil Museum is still not optimal. The Soenda Ketjil Museum still does not have a management organizational structure, there is no vitrin to secure collections, some collections do not yet have information labels, there is damage to some parts of the museum building, maintenance of facilities and infrastructure is not optimal, the security system is still lacking, The functioning of the audiovisual room is due to poor arrangement of booths selling street vendors, as well as inadequate human resources.

Suggestions

1. The Soenda Ketjil Museum can use the LED television media that is available at the Museum to provide introductory information to visitors about the storyline contained in the Soenda Ketjil Museum.
2. It is necessary to replace the labeling of the collection in the form of a *hang tag* with a label that is printed and attractively designed and placed permanently near the collection so that visitors can read the description label comfortably.
3. It is necessary to add information labels to collections that still do not have descriptions, so that visitors can understand the collections displayed in the Soenda Ketjil Museum.

4. The management needs to create an organizational structure so that later the museum staff will have their respective job desks. In addition, there needs to be an increase in human resources, because the Soenda Ketjil Museum still does not have experts in the field of museums, such as curators, conservators, preparators, and educators.
5. The museum management needs to improve the security system at the Soenda Ketjil Museum by holding a vitrin so that the collection can be protected from various threats. In addition, the museum management needs to add CCTV, fire extinguishers, and smoke detectors, so as to prevent bad things that might happen to the Soenda Ketjil Museum.
6. The management of the Soenda Ketjil Museum should make improvements to existing toilet facilities by repairing damaged toilet rooms, adding trash cans to the inside of the toilet, and cleaning the toilet regularly so that the cleanliness of the toilet can be maintained properly.
7. The need for rearrangement of the stand street vendors located around the Soenda Ketjil Museum so that access to the audiovisual room is not blocked, so that the audiovisual room can function properly.

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