

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Museum

One of the cultural assets that became a tourist attraction is the Museum. Museums as cultural products and tourism is one of the cultural tourist attraction for the city Tourism. The museum is not only exhibiting historical relics but also an educational tool for visitors through a form of interpretation and special programs that reflect the existence Museum. In general, people still perceive the museum as a place or institution the atmospheric static, conservative or old-fashioned view, dealing with the ancient objects of pride and admiration for the elite only. Museum building may seem scary because it is identical to the old stuff, silent, majestic, and sometimes a bit less maintained. But this should not be an obstacle for people not to visit the museum. Because behind its rigors, the museum also introduces the process of socio-cultural development of an environment to the community. People can also use the museum as a learning tool, other than as a place of recreation.

Museum is a non-profit organization, serving the community and its progress and open to the public by collecting, treating, researching, communicating and showing off, for the purposes of education and enjoyment learning as material evidence of the existence of humans and the environment (ICOM in Buku Panduan Museum SMB II,2013). So it can be concluded that museum is the organization that serve public that has function in collecting, treating , researching in utilizing objects of historical evidence results. Museum that can be used as a container to add insight on the other hand can also be used as a tourist spot because the place is one of the interesting sights are visited by the public.

According to Karyono (1997,p.26) object of attraction is an object that may cause an attraction for tourists to be able to visit such as: the state of nature, historical buildings, recreation centers or in other words as a tourist destination that is: the last stop of a tour and the package price. Therefore, the attraction is decisive in tourism activities. So, what is meant by the museum as a tourist attraction is a permanent body that serves to maintain, and showing off for the purpose of research, education and entertainment, a collection of objects that are valued for culture and science.

2.2 Function of Museum

Based on Government Regulation No. 19 Year 1995 on Guidelines Indonesia Museum (2008). museums have the task of storing, maintaining, securing and utilizing museum collections in the form of objects of cultural heritage. Thus the museum has two major functions, namely:

- a. As a place of preservation, museums must carry out the following activities:
 1. Storage, which includes the collection of objects to be a collection, recording collection, numbering and arrangement of the collection system
 2. Care, which includes activities to prevent and cope with damage to the collection.
 3. Security, which includes the collection of protection to keep the disruption or destruction by natural factors and human activity.
- b. As a source of information, the museum conducts utilization through research and presentation.
 1. The study was conducted to develop a national culture, science and technology.
 2. The presentation must still consider the aspect of preservation and security.

2.3 Strategy of Marketing in the Museum

Paradigm changes and the development of the role of education made aware of the importance of the museum to give attention to what the needs of today's museum visitors, and people who could potentially be their museum visitors. Therefore, the museum inserts methods and marketing strategies in the management of the museum but before we discuss about marketing strategy we must know what strategy is.

Museum marketing strategies currently considered to be one way out of the problems faced by the museum associated with efforts to open access to the general public to gain knowledge and experience in the museum, as well as meet the needs of visitors.

According to Kotler (2002,p.13) the strategy is the effort made by the museum to achieve its objectives. In marketing the museum, there are three steps that affect the making of a marketing strategy, namely segmentation (segmentation), the determination of the target market (targeting) and position the product in the minds of consumers (positioning). However, because the museum is an institution that offers services to the public, then the approach and marketing

strategies that can be applied by the museum is a marketing service (marketing services). Museum services have its own characteristics, which is the size of a service in the museum. These characteristics will be integrated into the museum marketing theory, namely the concept of the marketing mix (marketing mix) to determine appropriate marketing strategy for a museums.

McCarthy (2008, p.28) states that the marketing mix into tactical marketing, which is the marketing tools and expertise used to achieve marketing activity, with the added element of people, which was then known as 5ps. However, the five elements are still considered in accordance with the marketing of services.

Then McLean (1994) includes two additional elements, namely process and physical support to the concept of the marketing mix. By applying some of the concepts of the marketing mix, each museum is expected to develop its offer by integrating the characteristics of its services in a marketing strategy.

2.3.1 Education Strategy in Marketing Museum

Graham (2005) states that educational strategies that can be applied by the museum is implementing a strategy of active learning by engaging visitors and their knowledge and experience they have, and presented through the concept of edutainment. For development, the museum can develop products not only in the museum, but also take it out the museum, in order to reach a wider market segment. For further packaging, then this educational strategy will be equipped with the museum marketing strategies. Marketing strategy will be established by the museum should consider the characteristics of museum visitors such as educational background, occupation and destination they visit the museum. With these considerations are of course expected to be made later marketing strategy tailored to the museum products, characters, desires and needs of visitors.

Here is further discussion on the analysis of product strategies in museum education and marketing, which can be formed and developed by museum:

A. Permanent Exhibition

The museum can choose how they will present its permanent exhibition, after knowing what the wants and needs of visitors. While acting as a facilitator, the museum can use didactic way in the presentation of the exhibition, as it has now done. This didactic presentation method displays are arranged in a systematic and structured. Some things that should be considered by the museum in their first exhibition presentation method is presented storyline should be clear, so

that visitors know their direction of movement after seeing a serving dish to the next, even without the direction of a guide. Collections also shown to be truly representative of a certain period of history of the area, because there are still visitors who find some object that is displayed on one of the exhibition space has no connection with the city's history.

Goodlad (1998) states that Presentation of museum collections in showrooms remains to be further supported and packaged in order to provide an attractive and feel and new experience for visitors. The display in the museum exhibition system does not need to be sophisticated or luxurious impression , because the important thing is how the information can be conveyed in a way that is simple , short , but still clear and memorable. One simple way to do this is to replace the current label information collection periodically. As we know that from the collection, can be raised various kinds of stories and meanings that can be associated with a variety of events. But, of course, to be able to make a story or meaning behind the collection, the museum had to do research at the same interpretation in advance of the collection to be displayed. Alternatively, information can also be given through the collection of edutainment concept, which combines the elements of education (education) with entertainment (entertainment). This information can be conveyed through digital technology, which has been packaged in a special program, so that it can be operated via the computer. Then, if possible, be incorporated various games related to museum collections, such as preparing a puzzle into one form of museum collections.

If not possible, the game can still be done manually to visitors, especially visitor children. Here, the expertise of educators and guides are the key to successful delivery of such information. This game can also be followed by adults to guide children or their sister, so that all layers may be involved. However, the most important of these is the concept of how visitors to the museum can learn in a fun way.

B. Museum Programs

According to Sandra and John B. Ford (2003) the other strategy should be made by the museum is making and packing charge programs with a balanced education and entertainment as part of their primary mission to provide educational services to the visitors. These educational programs were done outside the museum, and were done in the museum. The following are programs that can be created and run by the museum:

1. Museums and Schools and Itinerant Museum

Museum programs for school and itinerant museum are examples of educational programs conducted outside the museum. To run this program, the museum can cooperate with the school in question or with government agencies such as the Directorate of the Ministry of Culture and Tourism of the museum. Not only through education that seemed very formal, but with a collection of museums to schools, to be used as teaching materials by teachers in school. This will make the museum more alive, because they are not just waiting for people to come visit, but those who come to the community.

If the program enter school museum aims to reach a segment of the children in schools, the program is intended to reach out to museums around the adult segment, the wider community, including those in remote areas of the museum. This mobile museum program can be made by the museum by way of carrying and display of museum collections, both the original and the replica in a vehicle (such as mini-buses) which has been designed in such a way, so that people can get into the vehicle and look at what the collection is displayed.

2. School visits

The program includes courses undertaken at the museum. Currently, the museum had to rethink how to visit school students were not mere formalities without meaning, but becomes a new experience for the students and educate teachers. In this activity, the museum must be able to work together with teachers and allow them to use existing resources in the museum better.

According to Ambrose and Paine (1993,p.39) School visits to the museum should not be an end of the students' learning process, but it becomes part of their range of learning activities. Therefore, prior to a visit would do better when there is advance planning between the museum with the school, in this case represented by the teachers, so as to assemble a meaningful educational activities. The task of the museum in this activity is to provide a variety of educational materials, according to the needs of your school, such as the provision of student

worksheet (LKS), catalogs, and other supporting facilities. Student worksheets provided by the museum should be able to encourage the students to make observations, so that they will not be able to answer the questions in the worksheet without doing a good observation, such as asking them to count, rather than asking how production or function of an object

Museum visits school students realize that this is the greatest number of visits. Thus, it is better if the school can tell in advance when they will visit the museum. While the museum can create a booklet or brochure that contains an explanation of what services they can provide for these schools. The booklet contains at least brief information about exhibits in the museum, how to have the school wants to make a visit, what services are available (such as discussion, interactive games, and so on), facilities available (stationery, meeting rooms, cafeteria, and etc.), and also information on access for students with special needs

As was mentioned earlier, that the schools visits to the museum should be a part of a series of educational activities of students, then there should be a follow up of the visit of the students to the museum. Follow-up can be a variety of activities such as the manufacture of papers on various themes of the collection that they see in the museum, the exhibition displays-making between groups within a class or between classes, makes collage artwork with design examples in the museum collection, and so forth.

3. Workshop and discussion.

Same as with any program of school visits, activities such as workshops and discussions are a program that take place in the museum. Before the museum hold activities such as workshops or discussion, to be determined theme and target or targets to be achieved, whether for general visitors, school children, or for the teacher, for example. This target can be customized with themes that will be taken by the museum, for example, the theme of the paper conservation / rare books. Museums can collaborate with the National Library to bring a paper conservator who will provide knowledge on how to care for the collection but those who do have a collection of the kind, or is involved in the world related to the theme, such as the librarian or collector of rare books.

The product range that is instructive museum must be supported by three other elements in the marketing mix, namely promotion, museum staff, and supporting facilities. These three things should be integrated into the museum products, so as to add value to the product for visitors, and provide a comprehensive experience to the visitors of their visit to the museum.

Firstly, according to McLean (1997,p.140)Promotion of the museum can be done from within or from outside the museum. Promotion of the campaign include all actions taken by the museum, while the outside is a promotional activity that is carried out by the other party outside the museum. McGraw-Hill (1994) states that in the promotion of the museum can count on a media campaign in the form of a brochure to introduce the museum, as compared to other media such as leaflets, posters or websites. Souvenirs can also be a media campaign for the museum, because they can make in the museum collection as souvenir products by reproducing into forms such as key chains, postcards, bookmarks, t-shirts, mugs, pencils, and so forth. The diversity and quality becomes important, because the product becomes one of the museum, the object has to have a high selling price.

Secondly, museum staff. The museum staff can be judged from the attitudes, skills and knowledge. If one of these three things lacking or poorly rated by visitors, then that will be affected by the assessment staff is not only a museum, but the museum itself as a whole. The attitudes of the museum staff, especially those in the front row (front line), into the initial assessment of the museum visitor. The museum staff must have a welcoming and friendly attitude to all museum visitors. This attitude must then be supported by the ability and knowledge of the entire museum. For it is very important for the museum to continue to improve the knowledge of its staff, especially the guides that they can get the training - related training with skills that must be possessed by a guide, knowledge of the museum's collection, and of course the knowledge that aims to improve foreign language skills should they have as a major capital.

Thirdly, supporting facility, Mclean states that, in essence giving the museum based on the collection service, although they also have the right position to create an atmosphere (2005,p.199). Kotler in McLean adds that, the atmosphere can be a tool to compete, due to many museums, museum's physical structure and location can affect the atmosphere that can be created. This facility can also support and add value to the museum when they pack the product, and should be accessible to all visitors who come to the museum (2005,p.199).

Supporting physical structure that can provide a different ambience or atmosphere with other museums and the museum is the building location in the old city area. The building is also the advantage for museum, and it is recognized by most visitors. When they entered the old city

area, they were treated to a thick feel of the past, which is created from old buildings on either side of the road.

Furthermore, atmosphere is what can be used as a tool, and museum should be able to keep this atmosphere is maintained. In addition to the main building, of course, there are still other supporting physical structures necessary to support the service maximum for visitors. Supporting facilities include toilets, park, library, gift shop, rest areas, cafes museums, and others. Other supporting facilities that can be repaired even developed by museum include toilet facilities, parking areas, library, rest area (rest area), gift shop, dining facilities, and directions (directory).

2.4 General Overview of the Museum Sultan Mahmud Badaruddin II

Sultan Mahmud Badaruddin II is the ruler of Palembang since 1803 until 1821 this museum was once the palace of the Sultanate of Palembang Darussalam. At first known as the Keraton Kuto Kecil or Keraton Kuto Lamo, this building together with Palembang Grand Mosque was built during Sultan Mahmud Badaruddin Jayo Wikramo or SMB I. In contrast to the other buildings of the same era who uses wood, this palace was built with bricks.

The museum is located on the banks of the Musi River near Fort Religious Tourism and Ampera Bridge. The museum consists of two floors with a roof colonial architecture typical pyramid Palembang. In the past, the region Museum of Sultan Mahmud II is a former land Badaruddin palace built by Sultan Mahmud Badaruddin I in 1737. Sultan Mahmud Badaruddin II Museum is one of the museum located in the city of Palembang or precisely located at 104 45 '40"BT and 02 59'25' 'LS. The museum ancient statues are putting them Ganesha, Amarawati and Udha in the era of Sriwijaya, a wide range of traditional furniture sultanate Palembang and sketches depicting the struggle of the people of Palembang in his quest expelled the Dutch colonialists (Mardoko. 2008,p.36-37).

Procurement collection of the Museum of Sultan Mahmud Badaruddin II begins around 1984, along with the removal of Bari to the Museum House Museum at Jalan Dewa Balaputera Sriwijaya 1, KM 5.5 Palembang. Bari House Museum which was originally run by the City of Palembang, for the greater interest was transferred to the Museum of South Sumatra Province.

Museum Sultan Mahmud Badaruddin development (SMB) II is an integral part of Palembang government efforts in this town grow and develop towards the standard city internasional. Melalui dissemination of information carried by the museum 's money, the public can see, read and understand what kind of development history that has occurred in the city of Palembang, and especially for the citizens of the city of Palembang themselves, understand the history of the series that have been passed by this city is something that is necessary, as citizens who should ideally have the awareness and the need to preserve the historical heritage of the generations that preceded. In the museum, the public can access a recreation site that also serves as a provider of knowledge and information regarding the events contained in human life and the environment. Referring to the results of public consultation 11th International Council of Museums (ICOM) (1974,p.14) states that there are 9 museums function , as follows :

- (1) collection and safeguarding of natural and cultural heritage
- (2) Documentation and scientific research
- (3) preservation and storage
- (4) Distribution and equalization of science to the public
- (5) introduction and appreciation of art
- (6) The introduction of inter-regional and transnational culture
- (7) Visualization of natural and cultural heritage
- (8) mirrors the growth of human civilization, and
- (9) Generating a sense of piety and gratitude to God Almighty.

In detail, the number of SMB II Museum collection until the end of October 2007 was 368 collection with the following details:

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|-----------------|-------------|
| 1 Arkeologika | : 9 Units |
| 2 Etnografika | : 146 Units |
| 3 Biology | : 15 Units |
| 4. Keramologika | : 20 Units |
| 5. Arts | : 5 Units |
| 6. Numismatic | : 173 Units |