

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

There are two classification of museums in Indonesia. First, based on the legal status and second, the scope of the region. First, Legal status, there are government museums and private museums. The examples of government museums are National Museum of Indonesia, Sumpah Pemuda museum, Naskah Proklamasi museum, MPR/DPR/DPRD Museum, Kebangkitan National museum, Transportation museum, etc. The examples of private museums are Malang Tempo Doeloe museum, Affandi museum, Hutabolon Simanindo museum, Ullen Sentalu museum, Tengah Kebun museum, etc. Kendzulak (2016) states that the difference between Government museums (public museum) and Private museums is a private if museum is often the personal art collection of an individual who determines how the collection is exhibited and how the museum runs while a public museum must follow legal and ethical standards, plus it must adhere to its mission statement. Many public museums are members of professional museum organizations and must follow their standards too.

Second, the scope of the region, there are national museum, local museum, province museum. The examples of national museums are National Museum of Indonesia, Sumpah Pemuda museum, Naskah Proklamasi museum, MPR/DPR/DPRD Museum, Kebangkitan Nasional museum, etc. The examples of local museums are R.A Kartini museum, Batik Pekalongan museum, etc. The examples of province museums are Sonobudoyo museum, Mulawarman museum, Mpu Tantular museum, Sri Baduga museum, Negeri Province Bengkulu museum, Ruwa Jurai museum, Ronggowarsito museum, etc.

A museum is institution to increase knowledge about history because museums collect objects of scientific, artistic, or historical importance and make them available for public through exhibitions that may be permanent or temporary. Museum is certainly organization with multiple purposes that has functions to protect, develop, utilize collections and do communication to society. It is in line with Constitution of The Republic of Indonesia (*Peraturan Pemerintah Republik Indonesia Nomor 66 (2015), Pasal 1* says that a museum is institution that has functions to protect, utilize collections and do communication to society. Museum's collections have important value for history, knowledge, education, religion, culture, technological, and tourism. That is the reason why museums do the protection. Museum has function to utilize collections because museum's collections have benefit for education, social interests, knowledge, technological, culture and tourism. Museum does communication to society because museum has special mission that is communicating with the public. It means museum tries to make the collections available to public both domestic and foreign visitors. The aim is to strengthen the relationship with the public and to serve visitors better.

Moreover, International Council of Museums (2007) states that “ a museum is an organization in service of society and open to the public which conserves, researches, communicates and exhibits, for purposes of study, education and enjoyment, material evidence of people and their environment”. As an organization in service of society the museum depends on society's support, both public support and even political. Museum is certainly organization with multiple purposes, functions, and roles to perform.

Most museums are even important centers of information and knowledge. But for the public, museums have been defined cultural institutions, for education and enjoyment. Museum's collections consist of selected material evidence of human activity or the natural environment, accompanied by associated

information. This is something that can be referred to as cultural heritage, which can also be seen as one of the museum's resources.

According to Regulation region of South Sumatera number 27 in 2010, *Museum Negeri Sumatera Selatan* has responsible to manage Textiles museum, and Balaputra Dewa museum. Management of Textiles museum is under coordination of *Museum Negeri Sumatera Selatan* based on Regulation region number 5 in 2015, and the name of the museum becomes *Museum Negeri Sumatera Selatan*.

It is important to *Museum Negeri Sumatera Selatan* to consider positioning in relation to local, regional, national and international conditions by providing information to visitors and even non visitors. There are many types of printed medias of promotion such as brochures, pamphlets, booklets, etc. Brochures are usually printed and one folded page or several pages. Then, pamphlet is a sheet that contains information about a single subject. Besides that, booklet is a book or small book that contains detail informations about museum.

Promotion is the process of bringing a product or service to attract visitors. Marpaung (2002) states that "promotion is an effort conducted to accommodate the tourism product with the tourist's demand so that the product becomes more interesting". Therefore, *Museum Negeri Sumatera Selatan* can use booklet as the effort to promote *Museum Negeri Sumatera Selatan* such as location, time, the day that museum opens, the price of ticket, and all informations about museum's collections. In *Museum Negeri Sumatera Selatan* there are many important value collections for history, knowledge, education, religion, culture, and tourism such as Kedukan Bukit Inscription, Talang Tuo Inscription, Kota kapur Inscription, The Shiva Mahaguru Statue.

Based on observation done, there was no booklet in all museums in Palembang. Some museums such as Al-Qur'an Al-Akbar museum and Dr. A.K Gani museum have neither booklet nor guidebook, and some museums only have guidebooks, such as *Buku Museum Sultan Mahmud Badaruddin II* (Guidebook of

Sultan Mahmud Badaruddin II museum), and *Profil Taman Wisata dan Budaya Kerajaan Sriwijaya* (Guidebook of Sriwijaya museum) but, Sriwijaya museum has guidebook written by Sulistiyaningsih and Rizal published by Tourism office and Culture South Sumatera Province in 2014. It was written in Indonesian language. *Buku Museum Sultan Mahmud Badaruddin II* (The guidebook of Sultan Mahmud Badaruddin II museum), was produced by Government of Palembang city in Indonesian language and English published by PT. Musi Pesona Persada in 2008. Where as *Museum Negeri Sumatera Selatan* has guidebook entitled *Buku Panduan Museum Negeri Sumatera Selatan* written by Saragih, Warsita, and Deliningtias published by Tourism office and Culture South Sumatera Province (2015) in Indonesian language. There is no English version yet. To cater for foreign tourists, museums have to have booklets written in English version. So it is a must to have booklets written in English. Based on the problem above, it is decided that the final report with the title “Designing a Booklet of *Museum Negeri Sumatera Selatan*”.

## 1.2 Problem

The Problem of This study is “How to design a booklet of *Museum Negeri Sumatera Selatan*?”

## 1.3 Goal

The Goal of this study is to design a booklet of *Museum Negeri Sumatera Selatan*.

## 1.4 Benefits

The research benefits are:

### 1. For writer

The writer can increase knowledge about *Museum Negeri Sumatera Selatan* and how to design a Booklet of *Museum Negeri Sumatera Selatan*.

2. For readers

The readers can know information about *Museum Negeri Sumatera Selatan* and how to design a Booklet of *Museum Negeri Sumatera Selatan*.

3. For government or the management of *Museum Negeri Sumatera Selatan*

The government or the management can promote *Museum Negeri Sumatera Selatan* through the booklet of *Museum Negeri Sumatera Selatan*

### 1.5 Scheme of Writing

The writer divides this final report into five chapters, they are as follow:

CHAPTER I INTRODUCTION

This chapter presents background, problem, goals, limitations, benefits and scheme of writing.

CHAPTER II LITERATURE REVIEW

This chapter presents about definition of design, elements of design, definition of booklet, booklet sizes, definition of museum, function of museum, History of *Museum Negeri Sumatera Selatan*.

CHAPTER III RESEARCH METHODOLOGY

This chapter presents about the method of research, techniques for collecting data and techniques for analyzing the data.

#### CHAPTER IV FINDING AND DISCUSSION

This chapter presents about the finding of project result and its discussion or interpretation.

#### CHAPTER V CONCLUSION AND SUGGESTION

This chapter presents the conclusion of a design of *Museum Negeri Sumatera Selatan* booklet.