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Development of Education-Based Interpretation Activities at The City Museum in Makassar

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Abstract

A museum is a place to store items that represent the culture of the ancestors that are believed in. Interesting activities held at the museum so that tourists can gain new experiences and not feel bored while visiting the museum for tourism activities. This research aims to: (1) identify the potential tourist attractions at the City Museum in Makassar before organizing activities there, and (2) develop more engaging activities in the museum by enhancing interpretive activities at the City Museum in Makassar. Data collection for this research was conducted using techniques: interviews and documentation, applying the R&D (Research and Development) method with a development model in accordance with Sugiyono. The results of this research show that (1) the potential of the Makassar City Museum is very large, with hundreds of historical collections displayed in various exhibition spaces of the museum. This museum has great potential for tourists who want to learn more about the city of Makassar, and (2) the development of educational-based interpretive activities at the Makassar City Museum is structured based on interview results, where the components are created in accordance with recommendations from the management of the Makassar City Museum, which is certainly in line with the concept of information presentation, namely storytelling, and is reinforced with games that have been tailored to the characteristics of tourist attractions. It is hoped that this interpretative product can serve as a reference for tourism operators who wish to package educational and enjoyable interpretative programs at the Makassar City Museum, as well as a resource for museum managers in providing experiences to tourists through this interpretative product.

Keywords: Tourism, attraction, interpretatif, museum, games

1. INTRODUCTION

Tourism is one of the sectors that can be developed for the country's visa revenue, as tourism is rapidly growing, especially in Indonesia. Tourism in Indonesia is viewed as rapidly developing in the world of tourism due to the various diversities that Indonesia possesses(Riani, 2021; Rushidi dan Fedryansah 2018; Saputra dan Ali,2020). Tourism in Indonesia is very suitable for beach tourism because Indonesia is nothing less than a maritime country. In addition, culture is also a reason why many tourists come to Indonesia, as Indonesia is rich in its culture(Susianto et al., 2022). The rich culture in various regions of Indonesia, along with the preservation of sacred items, attracts tourists to learn about the cultural heritage that is still maintained in Indonesia today.

Tourist attractions in Indonesia have a wide variety of types to attract visitors, such as cultural tourism, beach tourism, natural tourism, and artificial tourism(Erlina Daru Kuntari & Adesty Lasally, 2021). This wealth of tourism is what makes Indonesia one of the Asian countries that should be taken into account in the world of tourism. South Sulawesi is one of the provinces in Indonesia that offers a wide variety of tourist attractions. Undoubtedly, it ranges from natural tourism to beaches, and South Sulawesi also boasts a very unique culture, making it one of the favorite destinations due to its rich cultural tourism(Satria Wulandari et al., 2024).

A museum is one of the tourist attractions that showcases various collections to be displayed to visitors (Maulany et al., 2018). In the museum, people will learn a lot, allowing them to discover a

uniqueness that aligns with the tourist activities they desire. "On the other hand, the existence of museums as tourist attractions is perceived as boring by some tourists, where museum tourist objects are still identified with being old, quiet, frightening, and so on, making them less appealing to visitors."(Saeroji,2022:3071). Tourist activities must have quality, such as experiences; these tourist experiences should be supported by the presentation of quality information. Quality information is provided, among other ways, through interpretation. Through interpretation, tourists will gain a lot of experiences when visiting a tourist attraction, and it is through this interpretation that those experiences are obtained.

Interpretation is presented in the form of information delivery, which can be effectively carried out by tour guides when explaining an object. In addition, there is also a form of interpretive products that includes an interpretive storyline and educational activities for visitors. Currently, various museums are conducting additional educational activities to attract visitors to come to the museum. These activities include seminars, drawing for children, batik making, learning gamelan, watching theater performances at the museum, taking photos, exploring or observing, research, playing games, and many others. The interpretive products to be developed in this city museum will involve determining the interpretive pathways and adding play activities as additional education for visitors(Pahleviannur, 2019). In addition to the structured interpretation flow, there are also other activities during a visit to the museum, such as visitors being able to see or observe the museum's collections, visitors being able to take selfies in the museum, and visitors being able to engage in games or activities in the museum as additional educational activities for them.

a. Types of museums that engage in interpretive activities

A museum is part of a historical and valuable element that has cultural heritage and can connect people from the past to the present. According to the International Council of Museums (ICOM), a museum is a permanent institution that serves the needs of the public, characterized by its openness, through activities such as collecting, researching, conserving, publishing, and exhibiting objects to the community for educational, study, or recreational purposes. Especially in Indonesia, there are many historical relics from the past that can be utilized as exhibitions for tourists. Museums are one of the most effective places for showcasing collections of these relics. Museums serve as venues for studying the collections displayed within them.

In the museum itself, there are various types that are usually displayed to the visiting tourists. In Indonesia, particularly in the city of Makassar, there are types of museums that are mostly historical museums. This type of history museum is closely related to the numerous relics of past wars that the relevant government utilizes to showcase these collections in the museum. A history museum is a museum that provides education about historical relics and their relevance to both the present and the past. This can provide knowledge to tourists about the collection being exhibited.

b. Interpretation activities as a presentation of information to tourists

Interpretation is one way of presenting information that provides depth and an experience for visitors, allowing them to see or understand something from a different perspective rather than just receiving information in the usual manner. Interpretation is a form of communication between an interpreter and tourists, involving the explanation of an object as an educational activity or a means of delivering information quickly and engagingly, so that visitors have a strong desire to explore information about that object(Budiyono et al., 2021). Interpretation is a form of communication process and has both personal and non-personal forms.

Interesting interpretations can be formed in an activity designed to provide a memorable experience for visitors. This is done for interpretive activities that are redeveloped as an additional educational tool for visitors to gain the tourism experience they desire. Typically, the interpretive activities that can be carried out as an additional educational tool for visitors include:

1. Exhibition

The exhibition activities held in a certain place can provide information for the visiting exhibition participants. Exhibitions serve as a means to satisfy human traits such as the desire to watch, pay attention to something, or understand an activity that is being showcased.

2. Sightseeing

Sightseeing or observing is one method to enjoy tourist attractions by looking at collections of objects that are the center of attention or points of interest.

3. Games

Games are one of the activities that can be enjoyed at a tourist attraction. The games are developed to provide additional education for visitors to the tourist site. Games are enjoyable activities carried out for fun and can be done in groups. The games are designed as an educational tool aimed at gaining more information through play.

4. Making Batik

Batik is a cultural asset that has been passed down through generations to the present day. Therefore, batik-making activities are conducted for visitors as an education on the importance of preserving culture as an asset for the nation's future generations.

5. Teater

Theater performances, as a form of performing arts that has been created, serve as an effort to convey perspectives and information regarding the environmental conditions in the museum. Theater is any performance presented in front of many people that depicts the story of human life told on stage with the aim of gaining more information through direct involvement.

2. RESEARCH METHODOLOGY

The type of research used in this study is Research and Development (R&D). Development research or research and development (R&D) is a research method used to produce specific products and test the effectiveness of those methods(Aziz et al., 2024). Research and development aims to create new products through a development process(Ariani et al., 2022). The benefit of this R&D research is that the study conducted by the author at the Makassar City Museum can develop the existing interpretation packages, with the hope of achieving even better quality in information presentation to create a high-quality tourism experience.

This research uses a development model that aligns with the needs. The researchers will take steps according to what is needed and hope to produce a simple product. The model for simplifying the steps in this research was carried out due to the time constraints faced by the author. The researchers only took 7 (seven) steps, which was done to produce a development package(Siswo Handoyo & Suhardianto Suhardianto, 2021). The explanation of the steps taken by the researchers to create the development package is as follows:

2.1 Potential and Problems

The potential and problems of research begin with the existence of potential and issues found in a research location. The issue faced by tourists visiting the City Museum is the lack of quality guidance and information, which occurs due to the absence of direct interpretation for visitors. Recognizing the potential of the City Museum, the researcher is seeking solutions to provide quality information to tourists in the form of interpretive packages at the City Museum in Makassar.

2.2 Data Collection

After assessing the potential and issues, the researchers will collect data to support the objectives in designing a development package to be implemented at the city museum. The data to be collected will include descriptions of the collections found in the city museum.

2.3 Product Desain

The collected and developed data will then lead the researchers to begin designing an interpretation package at the city museum. In this design, the researchers will outline the starting and ending points in the interaction process between an interpreter and tourists, with the aim of producing development products that are expected to enhance information for tourists.

2.4 Product Validation

After producing the product design, the researchers will validate the development product that will be implemented in the city museum. The validation of this product will be conducted by the practitioner Mr. Alif Zulkifli, S.Pd, and the academician Mrs. Dra. Margaretha Wadid Rante, M.Si.

2.5 Product Testing

After the product design has been improved, the researchers will conduct trials with a limited simulation of tourists at the city museum. The purpose of this product trial is to create a development product that will be implemented at the city museum. The tourists are four students from the Makassar Poltekpar majoring in Tourism Travel.

2.6 Product Revision

After conducting product testing, revisions will be made to the product based on the trials that were previously carried out at the museum in Makassar City.

The data analysis technique used by the researcher is qualitative data analysis. The data analyzed is based on the results of interviews with the staff of the Makassar City Museum and the Provincial Culture Office of South Sulawesi. According to Miles & Huberman (1992:16), "analysis consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, and conclusion drawing/verification. The flow of this analysis is as follows:"

1. Data Reduction
2. Data Presentation
3. Drawing Conclusions.

3.   FINDINGS AND DISCUSSION

3.1 Potential of the Makassar City Museum

The Makassar City Museum has great potential for the development of its interpretation. The potential of this tourist attraction is outlined according to the 5A categories: attractions, activities, accessibility, amenities, and accommodation. Here are the interpretive potentials of the Makassar City Museum attraction:

a.   Attractions

The characteristics of the attractions at the city museum hold cultural and historical value. This museum has 12 rooms, each with various functions and collections serving as educational resources for visitors.

b.   Activities

The activities at the Makassar City Museum have a variety that can be adjusted to the characteristics of each room in the museum. The activities are as follows:

1) Interpretation

The presentation of information through interpretation provides visitors with easier access to higher quality information that is more comprehensible.

2) Observing

Observing or browsing is one of the activities that can be done at the City Museum because of the numerous collections on display, each with its own unique characteristics.

3) Seminar

The seminar activities can be held on the second floor of the city museum. Typically, seminars are conducted as an educational tool for visitors regarding the collections in the city museum, as well as the seminar activities that are usually carried out in the museum.

4) Games

Playing games can also be done in the museum; the games are designed for visitors to play while learning. Fun games make it easier for visitors to channel information through the organized games.

5) Watching Cultural Animation Videos

In the city museum, there is a room where visitors can watch animated cultural videos about the city of Makassar. This animated video is designed as additional education for visitors, telling the stories of the various cultures present in the city of Makassar.

3.2 Accessibility

The accessibility to the Makassar City Museum is quite good and can be reached using both two-wheeled and four-wheeled vehicles. The museum is very easy to reach, as it is only about a 30-minute distance from the center of Makassar.

3.3 Amenities

The amenities available at the Makassar City Museum include air conditioning in the museum's collection room, restrooms for visitors, and a water dispenser for thirsty tourists.

3.4 Accommodation

In terms of accommodation, the Makassar City Museum does not allow visitors to stay overnight. The museum management prohibits visitors from spending the night at the Makassar City Museum; however, there are adequate lodging options nearby, ranging from star-rated hotels to more ordinary accommodations.

3.5 Data Collection

At this stage, data and information regarding the focus of this research were obtained through interview techniques, and the presentation of the data was conducted by the researcher, which included several questions for the interviews, data collection, and data analysis aimed at acquiring and understanding detailed information provided by the informants, namely Mr. Alif Sulkifli, S.Pd, as the Interpreter at the Makassar City Museum, and Yeni Indriani as a visitor.

3.6 Product Testing

In the product testing activity titled "History Trip Museum of Makassar City," this was conducted by 4 local tourists. The feedback from tourists regarding the interpretive activities conducted at the City Museum is that the storytelling activity combined with the game is quite good, with the presentation of information through personal interpretation that makes it easier to understand the explanations of the historical collections. Additionally, in the puzzle game, one tourist suggested that the puzzle images be increased in number and varied among different groups. In addition, the challenges encountered during the trial, such as the lack of attention from tourists while engaging in storytelling activities. In the interpretation activities at this museum, tourists who participate will receive information about the collections displayed in the city museum, learn about the city of Makassar, and also have an enjoyable tourism experience.

4. CONCLUSION

Based on the research on the tourist appeal of the museums in Makassar City that has been conducted, the researcher can draw the following conclusions:

The development of education-based interpretive activities at the Makassar City Museum is a new innovation in conducting visits to the museum. This interpretive activity is developed through the presentation of information using storytelling techniques, which are expected to create a fun, memorable, and educational experience for tourists visiting the Makassar City Museum. The games created will certainly have meanings tailored to the characteristics of the tourist attraction of the Makassar City Museum. In this city's museum potential already exists, but accessibility to information regarding the collections still has shortcomings, such as the lack of detailed information about the exhibits in the museum, which remains general in nature.

Interpretation activities can take various forms, such as storytelling, which serves as a means of conveying information about an object being explained and can facilitate a clearer extraction of information. Additionally, other interpretation activities, such as educational games, can provide historical information about the objects visited by tourists, and this is also a way of delivering information through enjoyable play.

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