

THE MUSEUM'S ROLE IN DISSEMINATING HERITAGE KNOWLEDGE IN INDONESIA

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Abstract

The aim of this study is to obtain an overview of the role of the museums in disseminating knowledge about heritage in Indonesia. This study applied descriptive review, and the analysis was carried out through the use of SWOT mapping. The study's findings indicate that museums in Indonesia have not performed optimally; the main challenges they face include fundings, accessibility, facilities and infrastructure. In the other side, the growth of cultural tourism, government support, local engagement, digital technologies development and the diversity of types of cultural heritage are the strengths and opportunities to improve.

Keywords: cultural awareness; economic benefit; accessibility

INTRODUCTION

Museums play a crucial role in disseminating heritage knowledge by exhibiting, interpreting, and preserving collections that represent the history, culture, and traditions of various societies (Belhi et al., 2017; Bertolin, 2019; Monova-Zheleva et al., 2020; Simone et al., 2021). Museums serve as cultural and educational institutions that provide a space for people to learn, reflect, and engage with history, art, and culture (Garzón et al., 2020; Lee & Jayakumar, 2021). Museums provide interpretation and contextualization of their collections, enabling visitors to understand the significance and meaning of the artifacts and artworks (Eklund, 2020; Packer et al., 2019; Sandahl, 2019; Turvey et al., 2019). Museums offer programs and activities that engage with the local community and encourage participation and interaction with their collections (Barnes & McPherson, 2019; Brown, 2019; Lawton, 2019; Newell, 2020). Museums play an important role in addressing contemporary social issues. Museums are increasingly recognising their role as agents of social and economic change (Ibrahim, 2022; ICOM and OECD, 2019; Olzacka, 2021). The role of museums in society is essential, as they are responsible not only for preserving heritage for future generations but also as central actors for promoting lifelong learning and equal access to culture and the dissemination of values on which humanity is based (UNESCO, 2021).

Moreover, museums are playing a significant role in the city branding and cultural tourism sector of many countries in Southeast Asia; the role of museums as cultural infrastructure, as well as tourist attractions and destinations are closely related to cultural tourism industry development in Indonesia; roles of museums have extended from educational and cultural institutions, an added a new mission and function of serving the cultural economic development (ICOM and OECD, 2019; SER, 2020). Museums also have capabilities to generate income and economic benefit through tourism (ICOM and OECD, 2019; SER, 2020; UNESCO, 2021).

In summary, the museum plays an important social, educational, and economic role. Especially in terms of disseminating cultural heritage knowledge. However, museum facilities and infrastructure differ from country to country, so museums' roles may not be carried out optimally. The number of museums, museum collections, technology and interactivity, and facilities are all factors that can support museums' role in disseminating cultural heritage knowledge in a country.

When compared, the number of museums in Indonesia today, 439, is very different from the number of museums in the United States, which is more than 35 thousand; more than 2,000 museums in the United Kingdom; approximately 6,500 museums in Germany; more than 1500 museums in France; and more than 5000 museums in Japan and China. This is then directly proportional to the number of visitors and the economic contribution of museums in each country. Museums and similar institutions in the United States contribute more than \$50 billion to the country's economy and create more than 726,000 jobs, according to a 2018 report from the Institute of Museums and Library Services (IMLS). The Louvre Museum's report In 2018, museums in France's major cities (such as the Louvre, Musée d'Orsay, and Versailles) are estimated to contribute EUR 4.4 billion to the economy and employ over 60,000 people. According to the German Museums Association, in 2019, museums in Germany generate approximately EUR 1.1 billion in revenue and employ over 16,000 people. According to a 2018 Japan Arts Council report, art museums in Japan contribute an estimated JPY 1.1 trillion to the economy and employ over 33,000 people. According to a 2019 report by the China Museums Association, museums in China generate approximately USD 75 billion in revenue and employ over 1 million people. So far, there is no accurate data on the contribution of museums to the Indonesian economy; however, according to data from the Indonesian

Ministry of Education and Culture in 2019, museums and cultural heritage sites in Indonesia contribute around IDR 12.1 trillion to the economy and create more than 159,000 jobs in 2018¹.

Because of their ability to generate revenue, museums in these countries can better maintain their collections and add new collections. Furthermore, the ability to apply and develop sophisticated technology and better facilities. So that it can play its optimal role in disseminating cultural heritage knowledge. In contrast, museums in Indonesia are still unable to perform their functions optimally. Thus, the aim of this study is to portray the state of museums in Indonesia using SWOT analysis and to describe the strengths, weaknesses, opportunities, and threats that museums face in Indonesia.

METHOD

This research is a descriptive research, which is carried out to portray the development of museums in Indonesia. "To portray accurately the characteristics of a particular individual, situation or a group..." (Kothari, 2004). The major purpose of descriptive research is description of the state of affairs as it exists at present (Kothari, 2004). Descriptive research is used to describe the features of or provide a picture of a condition or phenomenon (Boudah, 2016; Kothari, 2004). "Descriptive research is concerned with the present and attempts to determine the status of the phenomenon under investigation" (Singh, 2006).

Secondary data is used in this research, "...are those which have already been collected by someone else and which have already been passed through the statistical process" (Kothari, 2004); "Secondary sources are the reports of a person who relates the testimony of actual witness of, or participant in an event. The writer of the secondary source was not on the scene of the event, but merely reports what the person who was there said or wrote" (Singh, 2006). The data used in this study is secondary data, which includes various museum reports sourced from various parties such as the government. Data can come from a variety of sources, including government agencies, research institutions, and commercial enterprises.

SWOT analysis is used in this study, which is a strategic planning tool used to evaluate the strengths, weaknesses, opportunities, and threats of a project or an organization. It is a framework for understanding the internal and external factors that can influence the success or failure of a project or an organization. SWOT stands for, Strengths: internal factors that give an organization an advantage over others; Weaknesses: internal factors that place an organization at a disadvantage compared to others; Opportunities: external factors that an organization can exploit to its advantage; Threats: external factors that may negatively impact an organization's success².

RESULTS AND DISCUSSION

The Strengths: Rich cultural heritage, Tourism, Government support, Local partnerships

The ability to promote the role of museums in disseminating cultural heritage knowledge can be seen in several ways, including the richness of cultural heritage, tourism, government support, and local partnerships. Indonesia has a diverse and rich cultural heritage, with a variety of traditional art forms, historical sites, and artefacts (Hendrowibowo et al., 2020; Maharani & Setyowardhani, 2018), which is advantageous for museums in Indonesia due to the diversity of collections they have. In terms of tourism, Indonesia is a popular destination, with millions of visitors each year, more than 16 millions visitors in 2019 and more than 4 millions visitors in 2020³. This is one of the advantages, as it is hoped that tourist visits will be followed by visits to Indonesian museums.

The issuance of various regulatory instruments to support the development of museums in Indonesia demonstrates the strength of government support. Museum standardisation is mandated by Government Regulation No. 66 of 2015, which requires the Minister to standardise museum administration every two years (Law of the Republic of Indonesia No. 5 of 2017 Concerning the Advancement of Culture, 2017). The Indonesian government also allocates funds for the construction, maintenance, and development of museums, both government and private. This budget can be used to repair facilities, purchase or maintain collections, or plan educational and promotional events. The Indonesian government organises museum worker training and education, such as conservation and collection handling, museum management, and museum marketing. This training aims to improve the museum workforce's quality and ability. The Indonesian government encourages the growth of museum networks at both the national and international levels. Moreover, the Indonesian government supports the development of museum networks, both at the national and international levels. By developing a network of museums, museums in Indonesia can exchange information, experiences and collections. The Indonesian government has designated several museums as national museums, which are managed directly by the government and are considered symbols of national culture. National museums in

¹ This paragraph taken from various sources of news article in the internet.

² Taken from various sources in the internet with keywords how to conduct SWOT Analysis.

³ World Bank Database (International tourism, number of arrival)

Indonesia include the National Museum of Indonesia, the Jakarta History Museum, and the National Bank Indonesia Museum.

To disseminate heritage knowledge, promote cultural exchange and engagement, museums in Indonesia can collaborate with local communities, businesses, and organisations. Synergy and collaboration with local communities are the next strengths with government support. Museums and local communities can collaborate to organise joint exhibitions that address specific themes or issues related to local culture or history. Local communities can donate collections, stories, or experiences to be displayed at the museum. Local communities and museums can work together to organise joint educational programmes such as workshops, seminars, and discussions about local culture and history. Local communities can provide insight and specific knowledge about their region's culture and history. Museums can collaborate with local communities to restore and conserve historical or cultural artefacts discovered in the area. Local communities can provide financial and manpower assistance to restore and conserve these objects. Museums can work with local communities to organise museum visits that introduce the public to local culture and history. The local community can direct visitors to museum collection objects or provide guidance.

WEAKNESSES: FUNDING, INFRASTRUTURE, ACCESSABILITY, STAFFING

Many Indonesian museums face a lack of funding, which limits their ability to acquire new collections, maintain existing collections, and develop new programmes. Sources of funding for museums in Indonesia come from the government, both at the central and regional levels. donations, internal sources of income such as gift shops, restaurants, or parking lots, sponsorship programs in the form of partnerships with companies or organizations to organize sponsorship programs, fundraising in the form of auctions, charity concerts, or other activities. However, the main funding barrier are the government's limited budget and the lack of a donation incentive policy. Although museums in Indonesia can accept public donations, there are still challenges due to a lack of clear incentives or rewards for donors. This may reduce people's willingness to donate. In addition, there is a lack of private sector support, museums continue to face a lack of support from the private sector in Indonesia. Some businesses prefer to donate funds to activities that are more related to their business than to culture and history.

Some museums in Indonesia may have limited facilities and resources, such as insufficient storage and exhibition space. Several museums in Indonesia continue to store collections and organise activities in dilapidated buildings. Furthermore, facilities such as exhibition halls, education rooms, and parking lots require improvement. Several museums in Indonesia still have insufficient collection management systems, both in terms of technology and expertise. Collections are frequently stored without proper handling or an adequate inventory system, leaving them vulnerable to damage and loss. Museums in Indonesia still need to improve their use of information technology for collection management and event planning. The use of information technology can improve collection management efficiency and effectiveness while also increasing public access to museums. Some museums may not be accessible to all visitors, particularly those with disabilities or those travelling from distant locations. Furthermore, because Indonesia is an archipelagic country, several museums are easily accessible, but others are not.

In Indonesia, the number of experts in curatorial, conservation, marketing, and management is still limited, particularly outside of Java. This is a barrier to the development and upkeep of collections, as well as the organisation of museum activities. The number of available cultural heritage experts is 1087, the number of participants in the certification of cultural heritage experts is 865, and the number of competent participants is 785, with cultural heritage experts already present in 108 districts/cities and 18 provinces⁴. Given the various types of cultural heritage that exist and the wide geographical range, the availability of resources for cultural heritage experts remains far below what is required; only 108 districts and cities have cultural heritage experts, representing approximately 21% of all regencies and cities. Meanwhile, only 18 provinces in Indonesia have cultural heritage experts, accounting for 49% of the total of 37 provinces.

OPPORTUNITIES: DIGITAL TECHNOLOGY, CULTURAL TOURISM, INTERNATIONAL PARTNERSHIPS

Museums in Indonesia can leverage digital technologies to enhance the visitor experience, promote their collections online, and reach wider audiences. Museums can create virtual tours, which are museum tours that can be accessed via the internet. Visitors can use virtual tours to visit museums and explore collections from anywhere and at any time. Museums can create online exhibitions that the public can view via the internet. Online exhibitions can assist museums in reaching people who find it difficult to visit museums in person, as well as increasing access to museum collections. Digitizing museum collections can help museums maintain security and preserve collections while also making them more accessible online. Museums can create supplemental

⁴ Data Center and Information Technology Ministry of Education and Culture of Indonesia

applications, such as audio and multimedia guides, to help visitors explore museum collections more interactively. Museums can use social media to reach a wider audience and promote their activities, collections, and exhibitions. Several museums in Indonesia have adopted virtual technology, and the use of virtual and/or digital technology in museums has proven to be an effective strategy for constantly connecting with a wider range of visitors (Abdou, 2019; Keumala et al., 2022; Kusuma & Ramdan, 2022; Praditasari et al., 2021; Soraya & Martyastiadi, 2021).

Museums can benefit from Indonesia's growing trend of cultural tourism by collaborating with travel companies and developing new cultural tours and packages. Cultural tourism in Indonesia offers a wide range of experiences, from historic sites and museums to traditional arts and crafts, music, and cuisine. Bali, Yogyakarta, Borobudur Temple, and the Tana Toraja region in Sulawesi are among the most popular cultural tourism destinations in Indonesia. Over the years, the cultural tourism sector in Indonesia has grown steadily, with an increasing number of tourists interested in experiencing the country's diverse culture. According to Ministry of Tourism and Creative Economy data, the number of international tourists visiting Indonesia for cultural tourism has increased from 3.8 million in 2015 to 4.4 million in 2016.

Indonesian museums can collaborate with international organisations and museums to disseminating heritage knowledge and to promote cultural exchange while also improving their collections and programming. Cooperation between the National Museum of Indonesia and the Volkenkunde Museum in the Netherlands: This collaboration began in 1994 and focuses on research, collection development, knowledge exchange, and exhibitions. Cooperation between the National Museum of Indonesia and the National Museum of the Philippines: This partnership has been in place since 2016 and focuses on collection exchange, research, and curator exchange. Collaboration between the Museum of Fine Arts and Ceramics and the Asian Art Museum in Singapore: This collaboration focuses on the exchange of collections and knowledge, as well as exhibition collaboration. Collaboration between the Bogor Zoological Museum and the Zoological Museum of Japan: This collaboration focuses on research, specimen exchange, and exhibition organisation. Collaboration between Taman Mini Indonesia Indah and the Peninsular Malaysia Natural History Museum: This collaboration focuses on the exchange of knowledge and experience in the management and development of mini parks. Furthermore, several museums in Indonesia participate in international programmes such as the American Alliance of Museums' Museum Exchange Program and the International Council of Museums' exchange programme. International collaborations with Indonesian museums can provide numerous benefits, particularly in terms of enriching the visitor experience and facilitating knowledge exchange among museum professionals. It is hoped that this collaboration will help to develop and improve the international standing of Indonesian museums.

THREATS: COMPETITION, NATURAL DISASTERS, LACK OF INTEREST

Museums in Indonesia compete with other cultural institutions and entertainment activities such as amusement parks, beaches, and other recreational areas for visitors, which can limit their ability to attract visitors. In terms of attracting visitors, museums may face competition from popular culture such as film, music, and games. Natural disasters, such as earthquakes and volcanic eruptions, can damage collections and disrupt operations in Indonesia. Indonesia is located in an earthquake-prone area and frequently experiences large earthquakes. Earthquakes can damage museum buildings as well as museum collections. Tsunamis can also cause damage to museum buildings and jeopardise the safety of museum collections in Indonesia. Flooding occurs frequently in several areas of Indonesia, causing damage to museum buildings and collections. There are many active volcanoes in Indonesia, which can cause damage to museum buildings and collections. Fires can also pose a threat to museums by destroying museum structures and collections.

Some visitors may be uninterested in cultural heritage and history, limiting museums' potential audience. The growth and development of museums in Indonesia faces challenges as a result of the Indonesian people's low interest in visiting various historical places; in 2015, only 6.43% of the Indonesian population aged over 5 years visited historical places; this percentage rose to 10.9% in 2018, but fell dramatically to 3.21% in 2021 as a result of large-scale social restrictions caused by the pandemic (Badan Pusat Statistik, 2021).

CONCLUSIONS

The SWOT analysis conducted to assess the state of museums in Indonesia reveals that the richness and diversity of cultural heritage, tourism growth, government support, and local partnerships are the strengths of museums in Indonesia. Meanwhile, museums in Indonesia face challenges with funding, infrastructure, access, and human resources. On the other hand, there are opportunities for museums in Indonesia, such as the development of digital technology, the growth of cultural tourism, and international collaboration. Museums in Indonesia, on the other hand, must be prepared for threats such as competition, natural disasters, and a lack of interest in visiting museums.

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