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Understanding the Potential of Indonesian Museums

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ABSTRACT

This study aims to provide ideas and explanations of the potential development and growth by understanding the strength and opportunities of museums in Indonesia. Descriptive research is deemed best acceptable for the purposes of this study. The data set include museum regulations in Indonesia, namely the Law of the Republic of Indonesia No. 5 of 2017 for Culture Promotion; Government Regulation of the Republic of Indonesia No. 66 concerning Museums; and museum statistical data. This research uses literature review as a data analysis approach by examining the documents that became research data, then assessing the potential for the development and growth of museums in Indonesia by identifying the opportunities and challenges. The results of the analysis are presented in the form of a narrative. The results show that regulations, the advancement of technology; as well as the Indonesian population, provide opportunities for museums in Indonesia to grow and develop in the future. However, the limited number of cultural heritage experts and the low interest of Indonesians in visiting historical sites make developing museums challenging.

INTRODUCTION

The International Council of Museums' 2007 definition of a museum remains the accepted definition, whereas a museum is a non profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment (ICOM and OECD, 2019; Mufidah, 2019). A museum is a service organisation that helps its customers to fulfil their needs and responsibilities in preserving, studying, teaching and exhibiting heritage and culture, as well as generating economic and social wealth (Network of European Museum Organisation, 2016). A museum is an institution that protects, develops, and uses collections of cultural heritage objects, buildings, and or structures of cultural heritage and or non-cultural heritage that are material evidence of cultural products and/or natural materials and their environment that have important values for history, science, education, religion, culture, technology, and/or tourism and communicates it to the public (Peraturan Pemerintah Republik Indonesia Nomor 66 Tentang Museum, 2015). In education, museums can be a media for learning and research (Ginting et al., 2022; González-Vázquez et al., 2021; Khatimah et al., 2022) . In economy, museum has a role as a tourist attraction (Hendrik, 2020; Lestariningsih et al., 2018; Maharani & Sudrajat, 2018). A museum, according to the definition, is an entity that provides services

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to the public in terms of addressing the demands of education, learning, and entertainment, particularly information about cultural heritage and history (Diwyarthi & Eddy, 2019; Prayitno, 2022). Museums play a vital part in the education of cultural heritage.

Museums contribute to GDP through creating jobs, generating tax and state revenue (Stein, 2017). Museums and cultural heritage sites are powerful assets for local development. They can inspire creativity, boost cultural diversity, help regenerate local economies, attract visitors and bring revenues (ICOM and OECD, 2019). The contribution of museums is widespread. Of the \$50 billion total contribution to GDP made by the sector in 2016, some \$34.2 billion results from supply chain and consumer spending activities” (Stein, 2017). Museums can be stated to serve a role not just in the preservation of cultural heritage, but also in providing economic advantages (Network of European Museum Organisation, 2016).

Furthermore, the Indonesian government has enacted a culture advancement regulation that states that culture advancement is an effort to increase cultural resilience and the contribution of Indonesian culture in the midst of world civilization through the protection, development, utilization, and fostering of culture (Undang-Undang Republik Indonesia No 5 Tahun 2017 Tentang Pemajuan Kebudayaan, 2017). The Indonesian government has formed a cultural development strategy from 2020 to 2024 as an embodiment of the regulation on the advancement of culture, including seven strategic policies and seven dimensions of the cultural development index. (Direktorat Jenderal Kebudayaan Kementerian Pendidikan dan Kebudayaan, 2021). The cultural development index includes dimensions which are cultural economy, education, socio-cultural resilience, cultural heritage, cultural expression, cultural literacy, and gender equality (Direktorat Jenderal Kebudayaan Kementerian Pendidikan dan Kebudayaan, 2021). Indicators for measuring the cultural development index on the fourth dimensions of cultural heritage are the number of percentages of designated tangible heritage; the number of percentages of designated intangible heritage; the percentage of the population over the age of ten who use the regional language; the percentage of the population over the age of ten who watch art performances; the percentage of the population over the age of ten who visit historical sites and the percentage of households that use traditional products (Direktorat Jenderal Kebudayaan Kementerian Pendidikan dan Kebudayaan, 2021). Museums play a vital part in the progress of culture, according to this Indonesian government programme, where museums are entities that maintain cultural heritage assets. Museums are intimately tied to indicators relating to the percentage of the people that visited historical relics.

Up to the point, museums in Indonesia have not demonstrated their ability to contribute to the economy or play an active role in education and cultural heritage preservation. According to museum standardisation results, just 8% of all museums in Indonesia have obtained type A standardisation results (Mufidah, 2019; Winahyu, 2022), implying that only 8% of all museums in Indonesia have excellent governance. Nonetheless, museums in Indonesia have advantages and the ability to develop and improve in a positive manner. Based on the role of museums as a pillar in the preservation of cultural heritage assets, education, and economic contribution, this study aims to provide ideas and explanations of the potential development and growth by understanding the strength and opportunities of museums in Indonesia.

MATERIALS AND METHODS

Table 1. Museums Based on The Ownership

Ownership	Amount	Percentage
Ministry	76	17%
Indonesian National Army/Police of the Republic of Indonesia	29	6%
Provincial Government	56	13%
Regency/Municipal Government	126	29%
Private	152	35%
	439	

Source: (Sekretariat Jenderal Pusat Data dan Teknologi Kementerian Pendidikan dan Kebudayaan, 2020)

More than half of the museums in Indonesia are located on the island of Java, followed by Bali and Sumatra (Yolanda, 2020). The ten provinces in Indonesia with the most museums are:

Table 2. The The Provinces with the most Museums

Province	Amount	Percentage of Total Museums in Indonesia
East Java	63	14 %
Central Java	62	14 %
Special Capital District (SCD) of Jakarta	61	13 %
West Java	41	9 %
Special Region (SR) of Yogyakarta	35	8 %
Bali	33	7 %
North Sumatra	21	5 %
South Sulawesi	16	4 %
West Sumatra	12	3 %
Nanggroe Aceh Darussalam	9	2 %

Source: (Yolanda, 2020)

Furthermore, Government Regulation No. 66 of 2015 concerning Museums mandates museum standardisation, requiring the Minister to standardise museum administration every two years. As a result of standardisation, museums are classified as type A, type B, or type C. The assessment of museum standardisation involves the vision, mission, management, and programmes. Each factor is weighted 5% for the vision and mission, 55% for management, and 40% for programmes (Ibrahim et al., 2020; Mufidah, 2019). According to the standardising results, just 8% of all museums in Indonesia are of category A (Media Indonesia, 2020; Mufidah, 2019). List of museums standardised with type A registrations (museum.kemdikbud.go.id):

Table 3. The list of Type A Museums

No	The Name of Museum	Province
1	Museum Tekstil	SCD of Jakarta
2	Galeri Nasional Indonesia	SCD of Jakarta
3	Museum Bahari	SCD of Jakarta
4	Museum Mandiri	SCD of Jakarta
5	Museum Listrik dan Energi Baru	SCD of Jakarta
6	Museum Sejarah Jakarta	SCD of Jakarta
7	Museum Bank Indonesia	SCD of Jakarta
8	Museum Seni Rupa dan Keramik	SCD of Jakarta
9	Museum Basoeki Abdullah	SCD of Jakarta
10	Museum Sumpah Pemuda	SCD of Jakarta
11	Museum Pusat Peragaan Ilmu Pengetahuan dan Teknologi	SCD of Jakarta
12	Museum Kebangkitan Nasional	SCD of Jakarta
13	Museum Perumusan Naskah Proklamasi	SCD of Jakarta
14	Museum Konferensi Asia Afrika	West Java
15	Museum Geologi Bandung	West Java
16	Museum Negeri Provinsi Jawa Barat Sri Baduga	West Java
17	Museum Angkut	East Java
18	Museum Satwa Jatim Park 2	East Java
19	The Bagong Adventure Museum Tubuh	East Java
20	Museum Sonobudoyo	SR of Yogyakarta
21	Museum Sandi	SR of Yogyakarta
22	Museum Ullen Sentalu	SR of Yogyakarta
23	Museum Benteng Vrederberg Yogyakarta	SR of Yogyakarta
24	Museum Jawa Tengah Ranggawarsita	Central Java
25	Museum Purba Sangiran (Klaster Krikilan)	Central Java
26	Museum Pasifika	Bali
27	Museum Rudana	Bali
28	Museum Aceh	Nanggroe Aceh Darussalam
29	Rahmat International Wildlife & Gallery	North Sumatra
30	Museum Siginjei Jambi	Jambi
31	UPTD Museum Negeri Sumatra Selatan	South Sumatra
32	UPTD Museum Negeri Bengkulu	Bengkulu
33	UPTD Museum Negeri Provinsi Lampung	Lampung
34	UPT Museum Provinsi Kalimantan Barat	West Kalimantan
35	Museum Lambung Mangkurat	South Kalimantan
36	UPTD Museum dan Taman Budaya Sulawesi Selatan (La Galigo)	South Sulawesi

In line with the results of the museum standardisation above, Type A museums in Indonesia are dominated by museums in DKI Jakarta with thirteen museums, DI Yogyakarta with four museums, and East and West Java with three museums each. Using these findings, it can be stated that museum management in DKI Jakarta is relatively better than museum management in other provinces in Indonesia. In general, museums in Indonesia are still standardised with type C, indicating that museum governance in Indonesia has been inadequate.

Potential Development of Museums in Indonesia

Although museums in Indonesia have not shown sufficient management in general, they have significant potential to grow and play a role in creating economic advantages. When it comes to cultural and linguistic diversity, Indonesia is a superpower in terms of culture and language, according to Francesco Bandarin, assistant to the Director General of UNESCO for culture at the 39th UNESCO session in Paris (Badan Pusat Statistik, 2021). Because of this cultural richness, museums in Indonesia have a diversified collection that is also of exceptional value. Indonesia also has a large population; it is the world's fourth most populous country (World Population Review, 2022). This can be beneficial to museums in Indonesia since it has the ability to raise the number of visitors and encourage the community to actively appreciate museums, which is expected to contribute economically in the long term.

Museums with effective management can not only attract visitors to return, but also create job opportunities as museum managers, curators, art workers, and those who are not directly associated to museums, such as travel agents, souvenir dealers, and photographers. Museum management can be improved by establishing policies that promote museum growth and development. Various regulations that safeguard and promote the growth and development of museums in Indonesia are currently available both worldwide and nationally. Global regulation is a United Nations programme known as SDG (Sustainable Development Goal) that launched the till 2030.. This programme is made up of seventeen goals, notably; 1, no poverty; 2, zero hunger; 3, good health and well being; 4. Quality education; 5. Gender equality;6. Clean water and sanitazion; 7. Affordable and clean energy; 8. Decent work and economic growth; 9. Industry, innovation and infrastructure; 10. Reduce inequalities; 11. Sustainable cities and communities; 12. Responsible consumption and production; 13. Climate action; 14. Life below water; 15. Life on land; 16. Peace, justice and strong institution; 17. Partnership for the goals (United Nations, 2022). The museum is directly related to the SDG 11 programme, namely sustainable cities and communities, where one of the program's aims is to protect the world's cultural heritage and natural heritage, specifically by improving efforts to safeguard cultural heritage and natural heritage (United Nations, 2022). Museums, as we all know, are at the forefront of ensuring the preservation of historical heritage. The SDG programme can be adopted and used as an approach for improved museum management (Cerquetti & Montella, 2021; González-Vázquez et al., 2021).

The Indonesian government also shows regulatory support for the growth and development of museums under the national programme for cultural promotion, which was launched from 2020 to 2024. The government has established an indicator of human culture with eight dimensions, which are as follows: 1. Dimension of cultural economy; 2. Dimension of cultural education; 3. Dimension of socio cultural resilience; 4. Dimension of cultural heritage; 5. Dimension of cultural expression; 6. Dimension of cultural literacy; 7. Dimension of gender equality (Direktorat Jenderal Kebudayaan Kementerian Pendidikan dan Kebudayaan, 2021). The museum governance is directly related to the Dimension of Cultural Heritage, where the government establishes six indicators of the success of the cultural promotion programme, which an increase in the percentage of cultural heritage that has been determined; an increase in the percentage of the population aged over ten years who use the local language; an increase in the percentage of the population over the age of ten who watch art performances; an increase in the percentage of the population aged over ten years and an increase in the number of households using traditional products (Direktorat Jenderal Kebudayaan Kementerian Pendidikan dan Kebudayaan, 2021). Furthermore, museum standardisation regulations are a landmark that promotes museums in Indonesia to establish improved museum governance in order to achieve type A standardisation (Budi Haswati et al., 2021; Zahra et al., 2021). These multiple regulations create momentum and chances for museums in Indonesia to improve and develop in order to play a better role and make a greater contribution.

Technological innovations also encourage museums to adapt and create opportunities for improved management. Museums can use virtual and digital technologies to always communicate with visitors, even if it is not directly. Digital and virtual technology have assisted the museum in archiving its varied collections and have created an option for museum enthusiasts to digitally visit the museum. Several museums in Indonesia have adopted virtual technology, in which, the

implementation of virtual and/or digital technology in museums has shown to be an effective strategy for always connecting with a wider range of visitors (Abdou, 2019; Achyarsyah et al., 2020; Bramantyo & Ismail, 2021; Keumala et al., 2022; Kusuma & Ramdan, 2022; Praditasari et al., 2021; Soraya & Martyastiadi, 2021).

The issue in the growth of museums in Indonesia, on the other hand, is a lack of human resources in the field of historical heritage management, such as archaeologists, curators, and/or museum managers. This is demonstrated by the limitation of competent human resources. Thus far, the number of available cultural heritage experts is 1087, the number of participants in the certification of cultural heritage experts is 865, while the number of competent participants is 785, with 108 districts/cities and 18 provinces already have cultural heritage experts (Pusat Data dan Teknologi Informasi Kementerian Pendidikan dan Kebudayaan, 2021). The availability of resources for cultural heritage experts is still far from what is required, given the various types of cultural heritage that exist and the wide geographical range; only 108 districts and cities have cultural heritage experts, representing approximately 21% of all regencies and cities. Meanwhile, just 18 provinces in Indonesia, or 49% of the total of 37 provinces, have cultural heritage experts.

The growth and development of museums in Indonesia also faces challenges due to the low interest of the Indonesian people 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 dropped dramatically to 3.21% in 2021 as a result of large-scale social restrictions caused by the pandemic (Badan Pusat Statistik, 2021). Strategies to enhance public interest must be implemented, such as museum exhibition that involving multiple stakeholders such as the government, community, non-governmental groups, and others (Cempaka et al., 2021).

CONCLUSIONS AND SUGGESTION

SDGs as global regulations, cultural promotion program and museum standardisation as national regulations; the advancement of technology; as well as the Indonesian population, provide opportunities for museums in Indonesia to grow and develop in the future. However, the limited number of cultural heritage experts and the low interest of Indonesians in visiting historical sites make developing museums challenging. Further research are expected to focusing on the roles of museums in providing economic advantages and the potential of museums' economic contributions.

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