

ANALYZE VISITOR INTEREST IN THE MUSEUM PUSAKA NIAS AS A NATURAL TOURIST ATTRACTION IN 2023/2024

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**Analyze Visitor Interest in The Museum Pusaka Nias
as A Natural Tourist Attraction in 2023/2024.**

RESEARCH PROPOSAL



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INTRODUCTION

1.1. Background of the problem

Indonesia is an archipelagic country that has cultural and ethnic diversity within it. In Sumatra Utara there are several tribes, namely, the Nias Tribe, the Toba Batak Tribe, the Karo Batak Tribe, the Malay Tribe, the Simalingun Tribe and others. Nias Island is part of the Sumatra Utara Province. Located southwest, about 85 nautical miles from the port of Sibolga. Nias Island is an island with an area of no less than 5,449.70 km². The native people of Nias Island call themselves “Ono Niha”, and call the Nias Island “Tano Niha”, which means. The people of Nias have given birth to a civilization that is considered very old, unique, interesting and exotic. Evidence of the oldest civilization of the Nias people is the existence of megalithic traditions (red: megalith means large stone), hombo batu (stone jumping), spirit events, omo hada (traditional house), maena and others. The remains of this cultural work are still found today, such as stone tables and chairs, monuments, and omo hada (traditional houses) which were built on large, flat stones and also large wooden pillars, filled with carvings, ancient carvings. It is very important to preserve these Nias heirloom objects for current and future generations so that they continue to know the history of their nation and do not lose their identity.

Ono Niha is one of the tribal residents in western Indonesia, namely Nias Island. The following is an explanation of the facts about Ono Niha who is the ancestor of the Nias people. Ono Niha is the ancestor of the Nias people. Ono Niha is the ancestor of the Nias people. Quoting from the Thematic Creative book *The Beauty of Togetherness Class IV for SD/MI* by Tim Tunas Karya Guru (2019: 28), Ono means child or descendant, while Niha means human. Based on the meaning of the words that make it up, Ono Niha has the meaning of a human child. Apart from that, it can also be understood that Ono Niha is a child or descendant who lives on the land of Nias. Ono Niha comes from

Mainland China. Every tribe in Indonesia always has its own origins, including the Ono Niha. Quoting from the book *From Malay to Indonesia* by Afif, et al. (2018: 166), Ono Niha comes from mainland Southern China, specifically Yunan. This refers to linguistic and archaeological evidence. Ono Niha's ancestors were Austronesian speakers who migrated from Yunan in waves from around 3500 BC to early AD. Ono Niha Lives in Tano Niha. The first fact has revealed that Ono Niha is a descendant who lives on the land of Nias. The Ono Niha people usually call the island where they live as Tano Niha, which means human land. Ono Niha is skilled at making wooden sculptures. Each tribe usually has unique skills, including the Ono Niha tribe. The Nias people are skilled in making a number of arts, such as making wooden statues, menhirs and megalithic objects. Quoting from the same book, Afif, et al. (2018: 166), the skills of the Nias people were inherited by the Yunan people who came to the island. This hypothesis becomes even stronger if you look at the equipment and architectural styles on Nias Island. So it can be understood that there are a number of facts about Ono Niha. One of the clearest facts is that Ono Niha is the ancestor of the Nias people who came from Yunan.

⁴ A museum is an institution, place for storage, care, security and utilization of material evidence resulting from human culture, nature and the environment to support efforts to protect and preserve the nation's cultural wealth according to the Government of the Republic of Indonesia, According to Akbar in Ventyasari (2015). ⁷³ A museum is an institution that can be a place to store, protect, preserve and ³⁴ exhibit ancient objects that have their own value and history. According to ¹³ Government Regulation no. 66 of 2015 concerning Museums, ²² Museums are institutions whose function is to protect, develop, utilize collections and communicate them to the public. So the Museum is present for the public as a place to view information and collections regarding events that occurred in the past.

On the Nias Islands there is a museum, namely the Museum Pusaka Nias, located on ²² Jalan Yos Sudarso No 134-A, Gunungsitoli District, Gunungsitoli

City, North Sumatra. The Museum Pusaka Nias is a public museum that collects objects of art, culture and history of the Nias people. He started collecting art, cultural and historical objects of the Nias people since 1972. Not to forget, Pastor Johannes recorded the names of the collections and their respective uses. His collection has increased over time. Father Johannes then proposed to the council of his order, namely the Capuchin Order of Sibolga Province, to establish a Nias museum. On 28 to 30 July 1990, Pastor Hess OFM.Cap delivered a lecture to the Capuchin Order Chapter of Sibolga Province. The contents of the lecture were about preserving culture and establishing a Nias museum. The plenary meeting of the Capuchin Order of Sibolga Province decided to build a Nias museum located in Gunungsitoli City, Nias Regency, North Sumatra. The location was chosen because many of Nias' young generation are continuing their studies in that city. Pastor Johannes was entrusted with managing the establishment of the museum by the Capuchin Order of Sibolga Province. The Museum Pusaka Nias was founded by Pastor Johannes M Hammerle OFM.Cap in 1995.

The Museum Pusaka Nias has several collection that can be enjoy and use by visitors. The Museum Pusaka Nias has now become one of the main tourism destinations as a facility/showcase that provides information about the unique cultural heritage of the Nias people, as the distribution of visitors at the Museum. However, based on the facts found in the field, the servis in the Museum Pusaka Nias is still not good. The problem in this case is that there is some still rubbish in certain places such as the swimming pool which is usually used by visitors. The problem can effect to visitor's interest in visiting the Museum Pusaka Nias. In this case, the researcher conducted a study to analisis visior interest in Museum Pusaka Nias. To analisis visitor interest the researcher use the qualitative research to collecting data in the form of words or pictures.

Based on the number, it is divided into two, namely individuals and groups/groups. Individual visitors generally already know the ins and outs of the Museum. First, individual visitors, Individual visitors are familiar with

museum insiders/officers, with the aim of studying or researching or filling their free time by looking at exhibitions. Second, visitors in groups/groups, group or group visitors are divided into two, namely based on social status, divided into (1) Students, (2) Artists, (3) Business Guests, (4) agency groups (School, Religion, Government, Politics, Clan Unity etc.) and based on origin are divided into (1) Local Visitors, visited by visitors within a 5 mile radius of the museum. (2) Regional visitors, including visitors within 2 hours from around the museum, (3) National visitors, covering the entire population or country, (4) International visitors, to be visited by visitors from outside the country at certain times. Tourists who are interested in visiting the Museum Pusaka Nias come from various groups, from children, students, adults, to foreign tourists. Tourist arrivals at tourist attractions can be influenced by visitor interest.

Visitor interest is the strongest element in the tourism system, if tourism has an object which is one of the reasons for tourists to visit that tourist attraction, of course tourists will have an interest/feeling of wanting to visit that place. Interest itself is a tendency and high enthusiasm or a great desire for something (in the Big Indonesian Dictionary). Objects or attractions can be divided into two, namely: first, natural tourist attractions are tourist attractions created by God Almighty, namely natural beauty and have their own uniqueness, namely (beaches, rivers, lakes, mountains, waterfalls, hills, etc.) flora and fauna. Second, artificial tourist attractions are the result of the work and creation of human hands, consisting of museums, historical, artistic and cultural heritage, agro-tourism, traditional villages, new tourism, natural adventure tourism, recreational parks, event shows, festivals and entertainment (Utama, 2017).

The Museum Pusaka Nias can be the people's choice for studying and relaxing (recreation), which is certainly a positive recommendation from those who have visited the Museum Pusaka Nias. As a learning resource, the Museum Pusaka Nias can be a place for students to get some information and knowledge. By visiting the Museum, someone will learn and can increase

their knowledge, especially with objects collected in the Museum Pusaka Nias. The implication of learning resources is all materials that can provide information in the form of data, people and certain forms that students use in the learning process to achieve learning goals. By conducting direct field observations in searching for learning resources, students will get new information, apart from that, they will also get interesting and fun learning variations.

The museum is a place for educational recreation where visitors not only get knowledge obtained from the information and collections presented by the museum, but can also enjoy the atmosphere of the museum, so that by visiting the museum you can gain knowledge as well as a place to have fun but without abandoning its essence as a place to store events. and collections that have historical value for the Indonesian nation. This is a challenge for museum managers to make the museum a pleasant place for all groups, including parents, students and children, because museums are informal educational institutions. According to the International Council of Museums (ICOM), the definition of a museum is a permanent, non-profit institution that serves society and its development, open to the public, whose task is to collect, preserve, research, communicate and exhibit the tangible and intangible historical heritage of humanity and its environment for educational, research and entertainment purposes. So the museum is not only for educational activities for the community but also for recreation for the community.

Making museums a weekend family recreation destination is increasingly being done by parents to take their children on holiday and increase their knowledge. However, sometimes during recreation there is something that interferes with visitors' vision or comfort. Something that disturbs natural tourism areas is pollution due to poor cleanliness and vandalism. Vandalism is a destructive human activity. Vandalism that is often carried out by tourists is throwing rubbish carelessly which disturbs environmental sustainability, cutting branches and picking flowers. Pollution by tourists is mostly caused by not maintaining the cleanliness of the environment around tourist areas. Throw

rubbish everywhere without paying attention to existing regulations. As a result, rubbish is left in tourist areas. Generally, the rubbish that is often found in tourist areas is food wrappers, cigarette packs, paper, plastic, leaves and fruit peels. This problem will affect visitors' interest in visiting the Museum Pusaka Nias.

Visitor interest is also influenced by good service so that visitor attraction and good service will influence visitor interest in visiting the Museum Pusaka Nias. The better the quality of service provided by the service provider, the greater the interest in repeat visits. In research by Fen and Lian (2006) using multiple linear regression, the results showed that service quality had a significant positive effect on interest in re-support. Generally, the main purpose of traveling is to have fun. If visitors are happy, it probably means they are satisfied. The higher the level of visitor satisfaction, the greater their desire to make return visits. Therefore, the author wants to analyze visitor interest in the Museum Pusaka Nias as a natural tourist attraction in 2023/2024.

1.2. Focus of the Research

Based on the background of the problem above, the researcher finds the Focus of the Research:

1. To analyze the interest of visitors visiting the Museum Pusaka Nias.
2. To analyze how are visitors interested in the services at the Museum Pusaka Nias.
3. To analyze factors influence visitor interest in the Museum Pusaka Nias.

1.3. Formulation of the Problem

Based on the focus of the Research, the researcher finds the identification of the problem Formulation of the Problem:

1. How are visitors interested in the services at the Museum Pusaka Nias?
2. What makes visitors interested in visiting the Museum Pusaka Nias?

3. What factors influence visitor interest in the Museum Pusaka Nias?

7 1.4. Objective of the Research

Based on the formulation of the problem above, the researcher determines the objective of the research to know the answer to the problem as mentioned above, namely:

1. To find out how interested visitors are in the services at the Museum Pusaka Nias
2. To find out what makes visitors interested in visiting the Museum Pusaka Nias
3. To find out the factors that influence visitor interest in the Museum Pusaka Nias

48 1.1. Significance of the Research

Based on the objective of the problem above, the researcher hopes to provide benefits, namely:

1. For researcher,
By researching in the Museum Pusaka Nias, the author will gain new knowledge about visitor interests at the Museum Pusaka Nias.
2. For the community,
With this research, it is hoped that people will be more interested in visiting the Museum Pusaka Nias. Through this research, it is also hoped that it can provide information regarding the Museum Pusaka Nias that is related to visitors' interests.
3. For Museums,
With this research, the owner of the Museum Pusaka Nias foundation can increase the development of visitor interest in the Museum Pusaka Nias.
4. For University,
With this research, it can become a new source of reference needed by students who do further research. It is also hoped that this research

can be an inspiration for students to write appropriate scientific papers in the future.

LITERATURE REVIEW

2.1. Theoretical Framework

2.1.1 Visitor Interest

3 According to Asdi in Hernita et al (2019) visitor interest is a person's desire to visit a tourist attraction. 10 Kotler and Keller (2014), added that visitor interest is a consumer's action in choosing or deciding to visit a tourist attraction based on their experience in traveling.

3 According to Ferdinand in Sari and Edriana Pangestuti (2018), interest in visiting has psychological stages. These stages are then used as benchmarks or indicators for the process of buying interest in individuals. The indicators in question are as follows:

- 1) Transactional interest is the desire of an individual or organization to purchase goods or services.
- 2) Preferential interest is behavior where an individual or organization makes a product their main preference. 28
- 3) Exploratory interest, namely the behavior of someone who is always looking for information related to goods or services of interest.

Basically, interest is a person's desire or urge for something. According to the KBBI, interest is a high inclination towards something; excitement; desire. While visitors are people who visit. In this research, what is meant by visitor is someone who visits tourist objects and attractions, in this case the Nias Heritage Museum as the research location. 7 Based on the above definition, visitor interest can be defined as a person's feeling of interest or desire to visit a place. 3

Visitor interest in this research is adapted to purchasing interest theory. According to Kotler and Keller (2013: 118), visitor interest is the consumer's action in choosing or deciding to visit a place based on the experience of visiting. Based on Schiffman and Kanuk's understanding, buying interest is a psychological activity that arises because there are feelings or thoughts about a particular product or service. Purchase interest can measure a person's possibility of buying an item, and when interest increases, the person's desire to buy the item increases.

Dimensions of interest in visiting according to Roozy et al. consist of:

- 1) Willing purchase, namely the willingness or desire to purchase a product. This means that potential buyers are interested or willing to buy the product they want;
- 2) Considering purchase, namely considering purchasing. This means that potential buyers consider what they are interested in to buy the desired product;

Recommendation purchase, namely recommending a purchase. This means that an individual's tendency is to recommend products to other parties, namely prospective buyers who are interested in making a purchase will give advice to those closest to them to buy the same product.

2.1.2 Museum Pusaka Nias

The Museum Pusaka Nias is the only museum on the Nias Islands which was founded by a German Catholic missionary, namely Pastor Johannes M. Hammerle OFM.Cap in 1995 and inaugurated in 2008 by the Nias Regency government (Museum Pusaka Nias, 2017). On the Nias Islands there is a museum, namely the Museum Pusaka Nias, which located at Jalan Yos Sudarso 134 A, Gunungsitoli Nias, North Sumatra. The Museum Pusaka Nias is a private museum managed by the Nias Heritage Foundation as a non-profit foundation which operates in the

social sector and preserving Nias culture. The Museum Pusaka Nias has now become one of the main destinations for tourists who come to Nias as a means/showcase that provides information about the unique cultural heritage of the Nias people, both tangible and intangible heritage. The tourists who come to visit come from various groups ranging from children, students, adults, to foreign tourists. ³⁷ Based on the data description of ² the number of visitors to the Museum Pusaka Nias in 2020, it is known that the number of tourist visits was recorded at 40,864 people (Museum Pusaka Nias, 2021). The Museum Pusaka Nias has an important role and function for the people of the Nias Islands, namely as a means of education and a medium for conserving and collecting the cultural heritage of the Nias tribe so that it remains sustainable, which is then displayed in the museum's exhibition space in 4 pavilions and 1 room megaliths.

The entire collection of the Museum Pusaka Nias has its own unique qualities which are able to attract ⁶⁶ the interest of tourists to come to visit the Museum Pusaka Nias, even since the reconstruction of the museum until now, the Museum Pusaka Nias continues to experience ⁶³ an increase in interest and the number of tourist visits every year, this gives the Museum Pusaka Nias the opportunity to develop its function and role even more widely. Because of this, researchers want to conduct a more in-depth study of how visitors are interested in the Museum Pusaka Nias, which will be the focus of the study and discussion in this article. (Journal source: Author Nofe Firman Zai1, Dan Erniwati2, Vol. 4 No. 4 of 2022).

There are the following Museum Pusaka Nias collections:

1. Pavilion I showcases former magnificence. This collection is maintained in the form of artifacts that reflect Ono Niha's brilliance in the past, from his personal life, family life, and in society, to his religious beliefs and the world, exhibiting numerous artifacts depicting the greatness of Nias culture. The goods in this room belonged to the highest echelons of society, including warriors, priests, and tribe

chiefs. These include jewelry and swords, ceremonial drums, religious objects associated with the Ono Niha faith, and an outstanding scale replica of Omo Sebu, the village chief's home in South Nias.

2. Pavilion II: Owasa/Traditional Party. "Owasa" is a traditional party held to confirm one's social rank in Nias. The stored collection contains things intended to celebrate clarity and status affirmation. These materials include jewelry, banquet equipment, traditional residences, clothing, stretcher chairs for processions, and other important objects. These items are made from wood, stone, and ceramics. This chamber also contains traditional residences with various carvings and monuments that serve as markers of great rank. Measures, clothing, benches, stretchers for traditional celebrations, coffins, and antiques from old religious rituals are among the other items stored.
3. Pavilion III: Everyday Life. This place reflects the daily lives of the Nias people. Like other tribes around the world, the Ono Niha engage in a variety of everyday activities. This room depicts Ono Niha's life as if it were a dwelling. This room displays artifacts from the Nias people's daily lives, including dwellings and housing, hunting and carpentry tools, domestic tools, worship, headhunting, and traditional musical instruments. Agriculture, painting, hunting for human heads, hunting for animals for food, and so on are all examples of home technologies.
4. Pavilion IV: Temporary Exhibitions. This space hosts rotating short-term exhibitions. Previous displays have featured "Bola Nafo" bags used to offer traditional betel nuts to prominent guests. The exhibition recounts the tragedy of the sinking of the KM Van Imhoff on January 19, 1942, along with 412 German POWs. The temporary exhibition space also hosts lectures, audio-visual events, and cultural education for guests. Several significant events in the lives of the Nias people have been commemorated in stone. There are various reasons for the use of stones, including: Me kara lo rondelo-bulo, which means that

stones never change. Kara toroi ba nahia means that the stone remains in place. Me kara lo maoso-maoso, which means the stone remains in place. Kara sahono boto means lovely and timeless stone.

5. The Pavilion V Room hosts exhibitions, talks, audiovisuals, and heritage education debates for tourists and others.

2.1.3 Museum

a. Definition of Museum

The definition of museum based on the KBBI or Big Indonesian Dictionary explains the definition of a museum as follows, a museum is a building where permanent collections are used that can attract the public's attention, for example historical, artistic and scientific relics; a place to store ancient items. According to the International Council of Museums (ICOM) Fauzan, 2021), A museum is a non-profit, permanent institution that acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment. According to Akbar in Ventyasari (2015) a museum is an institution, place for storage, care, security and utilization of material evidence resulting from human culture, nature and the environment to support efforts to protect and preserve the nation's cultural wealth according to the Government of the Republic of Indonesia. According to Schouten and Erza (2017), a museum is a permanent, non-profit institution serving the community and its development is open to the public, which is tasked with caring for collecting, preserving, researching, communicating and exhibiting the historical heritage of humanity in the form of objects, for the purpose of education, research and entertainment. The term or word museum comes from the Greek word muze which means a collection of nine goddesses who symbolize science and art (Amri, 2021:1) From a terminology perspective, the word museum is defined as a place or institution that functions to

collect, store and exhibit objects that have scientific sources such as natural sciences, art, history and other sciences (Nurzaman, 2020:10). According to Douglas A. Allan (Geologist & curator) (2010:3), a museum is a building which contains objects for research purposes, study and enjoyment.

From the opinion above, the conclusion of definition of the museum is an institution that has the role of storing and safeguarding historical items or collections that must be cared for and preserved so that they function as a medium or tool for education, research and recreation for the public.

b. Function of Museum

Museums have functions based on PP or Government Regulation no. 66 of 2015 concerning museums, namely protecting, developing, utilizing collections and communicating them to the public. Meanwhile, based on the ICMO formulation of the definition of museum, 9 functions of museums can be found, namely as follows:

- a) Collection and safeguarding of natural and cultural heritage,
- b) Scientific documentation and research,
- c) Conservation and preservation,
- d) Dissemination and distribution of knowledge to the public,
- e) Introduction and appreciation of art,
- f) Introduction of culture between regions and between nations,
- g) Visualization of natural and cultural heritage,
- h) Reflection of the growth of human civilization,
- i) Generating a sense of piety and gratitude to God Almighty.

According to Van Mensch (2003) via Ardiwidjaja (2013:35), the basic function of museums is to carry out research, conservation and communication as aspects of mediation towards society. This basic function is called the basic function of museology. Collection

management is a series of activities involving various aspects of activities starting from collection procurement, registration and inventory, maintenance, research until the collection is presented in an exhibition room or stored in a storage room.

In the draft government regulations regarding museums, it is explained that museums function to protect, develop, utilize collections and communicate them to the public. Based on government regulation no. 19 of 1995 in the Indonesian Museum Guidelines (2008), museums have the function or task of storing, maintaining, securing, and utilize the museum's collection of objects in the form of cultural heritage. Thus the museum has two major functions, namely:

1. As a place of preservation, museums must carry out the following activities:
 - a. Storage, which includes collecting objects to become collections, recording collections, numbering systems, and organizing collections.
 - b. Maintenance, which includes activities to prevent and deal with collection objects.
 - c. Security, which includes protective activities to protect collections from damage or disturbance by natural factors or human activities.
2. As a source of information, the museum carries out utilization activities through research and presentation. Research is carried out to develop national culture, science and technology, while presentation must still pay attention to aspects of preservation and security. In designing this Final Project, the implementation of the museum's collection management function is a series of activities involving various aspects of activities starting from collection procurement, registration and inventory, maintenance, research until the collection is presented in an exhibition room or stored in a storage room.

From the opinion above, it is known that the function of museums is to protect, develop collections and communicate them to the public.

c. Museum Promotion

The definition of promotion is based on Tjiptono's opinion, namely that promotion is part of the marketing mix which focuses on efforts to provide information, persuade and remind customers or consumers about the company's brand and products. Promotion is also an exchange of information aimed at providing information about products or services available at an institution/organization.

Based on the opinion above, promotional activities have a very important role in introducing and building the image of an institution/organization, in this case a museum. Museum promotion means a way to introduce the museum, by informing the wider community about various types of collections. With the aim of attracting people to visit the museum.

According to Asri, the basic objectives of promotional activities are as follows:

- a) Informing, namely informing prospective buyers very completely about the goods, products or services being offered.
- b) Persuading, influencing potential buyers to want to purchase the goods, products or services offered.
- c) Reminding, reminding buyers about the existence of certain products, so that buyers do not have difficulty finding the product they want and where to get it.

Museum promotional activities can be carried out in various ways and through various media. Current developments in information and communication technology can make it easier for museums to introduce themselves through various promotional media, one of which is through social media, websites, etc.

d. Types of Museums

Museums established in Indonesia have several types which are differentiated according to the type of collection. Types of museums (Coleman, 2012) according to their collections include:

1. Art Museum

An art museum is a space for art exhibitions, usually visual art, and usually consisting of paintings, illustrations and sculptures. Collections of old paintings and documents are usually not displayed on the walls, but are placed in a special room.

2. History Museum

A history museum is a museum that provides education about history and its relevance to the present and the past. Some history museums house certain curatorial aspects of the history of a particular locale. This type of museum has a diverse collection including documents, artifacts, art, and archaeological objects.

3. Maritime Museum

The maritime museum is a museum that specializes in objects related to ships and travel on seas and lakes.

4. Automotive Museum

The Automotive Museum is a museum that exhibits vehicles.

5. Natural History Museum

The natural history museum is a museum that exhibits the natural world with a focus on nature and culture. Generally provides education that focuses on dinosaurs, ancient history, and anthropology.

6. Open Air Museum

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An open air museum is a museum that collects and rebuilds old buildings in outdoor open areas. It usually aims to recreate the buildings and landscape atmosphere of the past.

7. Science Museum

The science museum is a museum that discusses scientific issues and their history. To explain complex findings, visual media is generally used. This type of museum makes it possible to have studioMAX which is a three-dimensional visual studio.

8. Specialty Museum

Specialized museums are museums that specialize in certain topics. Examples of these museums are the ulos museum, batik museum, music museum, children's museum, glass museum, and so on. This museum generally provides different education and experiences compared to other museums.

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9. Virtual Museum

A virtual museum is a museum that exists in cyberspace in the form of the internet where there is no physical museum and the contents are only data. Based on the types of museums which are broken down according to their collections, advertising museums are included in art and history museums.

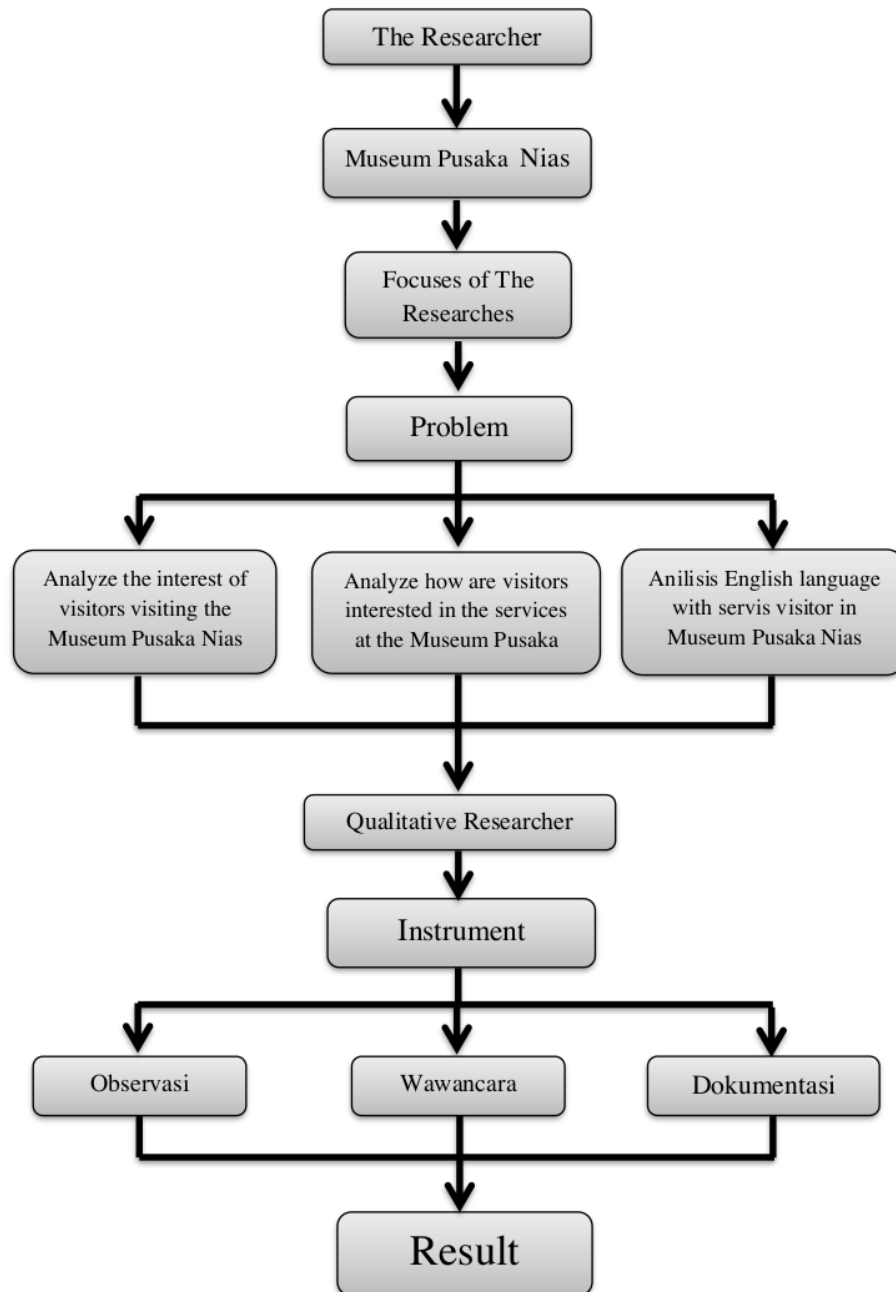
2.1.4 Relevant research

- a) Solihat, A., & Ary, M., (2016) with the research title "Analysis of Bandung City Museum Tourist Interest", the results of this research state that Since 2014 Bandung many improvements have been made in various places, such as parks, Square Bandung, street like Braga as one of the attractions of the past, Dago, including the Asian-African region served as a place for the 50th Asian-African Conference, it is one of the magnets increasing the tourists to visit the city of Bandung. Increasing the tourists should have a great potential for the government

of Bandung in increasing interest in the visit to the museum as a means of travel and history education. The purpose of this study was to identify how big tourist interest is in visiting Bandung museums. The method used in this research is descriptive quantitative method, while respondents in this study are that of Bandung tourists, whichs in the area of shopping areas, culinary tours, and city tours. The results showed that the interest of Bandung tourists was very low in visiting the museum in the Bandung city. The museum is very popular as a tourist attraction because tourists can get information about history and education there.

- b) Muhammad Fauzan, (2022) with the research title "The Influence of Virtual Museums on Interest in Visiting the Multatuli Rangkasbitung Museum" the results of this research show that virtual is considered very good and people's interest in visiting is very high with a mean for these two variables of 3.7 and 3,63 which is in the scale range of 3.25-4.00 (very high). Then the virtual museum has a fairly strong correlation with visitor interest, namely 0.375 which is in the range $>0.25-0.5$ (quite strong), and the amount of influence that the virtual museum has on visiting interest is 0.140 or 14%. This research recommends the involvement of the party that oversees the Multatuli Museum, namely the Lebak Regency Education and Culture Service, to provide real attention and assistance for the development of the virtual museum so that its benefits and goals can continue to the wider community.

2.1.5 Conceptual Framework



CHAPTER III

RESEARCH METHODS

3.1. Approach and Type of the Research

In this research, qualitative methods were used as the type and research approach. Qualitative research according to Hendryadi, et al. (2019:218) is a naturalistic investigation process that seeks a deep understanding of natural social phenomena.

According to Sugiyono (2018:213) the Qualitative Research method is a research method based on philosophy that is used to research scientific conditions (experiments) where the researcher is the instrument, data collection techniques and qualitative analysis emphasize meaning.

According to Bogdan and Biklen in Sugiyono (2020:7) the descriptive qualitative research method is collecting data in the form of words or pictures, so it does not emphasize numbers. The data collected after analysis is then described so that it is easy for other people to understand.

Based on this understanding, qualitative research is a research method that aims to gain an understanding of reality through an inductive thinking process. An inductive way of thinking is a way of thinking that starts from specific words or facts, then draws a general conclusion so that it becomes new knowledge.

This research uses a qualitative research method with a descriptive approach through interview techniques with informants where the informant has the criteria of knowing or having experience regarding the problem to be researched, in this case having experience after or currently visiting the Museum Pusaka Nias as a Natural Tourist Attraction. With a qualitative analysis approach, the findings will be explained in more in-depth sentences.

3.2. Variables of the Research

Variables are one of the important things that researchers need to pay attention to. Best and Kaln in Olayemi (2017) both argue that variables are conditions or characteristics that are manipulated, controlled or observed by the experimenter. The variable in this research is the interest of visitors visiting the Museum Pusaka Nias as a Natural Tourism Attraction.

3.3. Setting and Schedule of the Research

1) Place of research

This research will be conducted at the Museum Pusaka Nias which is located at Jl. Yos Sudarso Ujung No. 134-A, Iraonogeba, Kec. Gunungsitoli, Gunungsitoli City, North Sumatra 22812.

2) Research Time

This research will be carried out in Juni 2024. The time allocation is in accordance with the visit schedule at the Museum Pusaka Nias, as well as interview times with visitors according to the agreed schedule.

3.4. Source of Data

The data source in this research is the subject from which the data can be obtained. If the researcher uses observation techniques, the data source can be a moving object or process. If researchers use interview techniques to collect data, the data source is called the respondent. If researchers use documentation, then the documents or notes are the data source.

The data source in this research is visitors who visit the Museum Pusaka Nias. Data was obtained in three ways, namely observing visitors when visiting the Museum Pusaka Nias, then conducting interviews with visitors, and finally documentation.

3.5. Instrument of the Research

Research instruments are tools used to collect, measure, and analyze data related to your research interests. Research instruments are usually determined by the researcher and tied to the research methodology. Research instruments are tools used to collect data in research. According to Purwanto in Yuliastrin et al (2018:1) states that research instruments are created according to the measurement objectives and theories used. Based on the explanation above, the research instruments used by researchers in this research are interviews, observation and documentation.

Interviews are a qualitative research method that collects data by asking questions. It includes three main types: structured, unstructured, and semi-structured interviews. In this study, the researcher used an unstructured or open interview guide, because the questions asked were mostly open-ended and not arranged sequentially. Respondents can express themselves more freely and elaborate on their answers. Observation in research is defined as focusing attention on an object by involving all the senses to obtain data. So observation is direct observation using sight, smell, hearing, touch, or if necessary, taste. Documentation refers to written items. This instrument allows researchers to obtain data through research on written objects, such as books, magazines, videos and so on. Documentation is used to support research.

3.6. Data Collecting Technique

Technique is a procedure for obtaining data. In this research, the techniques used by researchers in the data collection process include observation, interviews and documentation.

1) Interview

According to Sugiyono in Suwanto (2020) states that an interview is a face-to-face situation where the researcher confirms the data or point of view obtained from someone. Interviews are used to obtain direct

information from people about their feelings, opinions and impressions of the situation. There are three types of interview models: structured interviews, unstructured interviews, and semi-structured interviews. In this study the researcher used unstructured interviews because the subjects could talk in depth about the information the researcher was looking for after the researcher spent a lot of time explaining key questions during the unstructured interview. When conducting interviews, researchers must pay attention to the interviewee's attitude, appearance and body language when answering the researcher's questions. In collecting data, researchers used audio recorders, camera recorders, interview guides, and wrote down the results of activities.

2) Observation

Observation is the process of using one or more of the five senses such as hearing, smell, or sight to collect data for a research question. The results of observations are activities, events, objects, certain conditions or atmosphere, and a person's emotional feelings. Observations are carried out to obtain a real picture of an event or events to answer research questions. Cresweel in Sugiyono (2016) believes that observation is the process of obtaining direct data by observing people, or the work process of a product at the place where research is carried out. Observation of people's behavior or work processes regarding a product resulting from research and development. In making observations, researchers look, listen, then take measurements with the instruments they carry. Observations were carried out directly on visitors visiting the Museum Pusaka Nias. Observations were carried out to obtain the data that researchers needed. In collecting data, researchers use observation guidelines or observation sheets. The guide contains a list of activities that may occur or activities that will be observed.

3) Documentation

Documentation refers to written items. This instrument allows researchers to obtain data through research on written objects, such as books, magazines, diaries, artifacts, videos and so on. According to Sugiyono

(2016:239) states "documentation is intended to obtain data directly from the research site, including relevant books, regulations, activity reports, photos, documentaries, data relevant to the research". This instrument was developed in research using a content analysis approach. Therefore, it is usually used in research such as historical evidence, the legal basis for regulations, and so on. In this research, researchers use videos or photos.

3.7. Data Analysis Technique

In this study, researchers analyzed English teacher data. In analyzing data, researchers analyze qualitative data. According to Khalisah, 2022 (Bodgan in Sugiyono, 2013: 334) Data analysis is the process of systematically searching and organizing interview transcripts, field notes, and other materials that you collect to increase your understanding of them and enable you to present what you collect . You have found someone else. Qualitative data analysis techniques consist of three stages of activities that are related to each other. This is in line with Sugiono's opinion which states that there are three stages in qualitative data analysis, namely: data reduction, data presentation, and drawing conclusions (verification).

1) Data Reduction

According to Pratiwi (2023), data reduction is the process of selecting, focusing, streamlining, obtaining abstractions from, and changing data that appears in field notes or known transcriptions. This stage includes the process of simplifying and categorizing data. The aim of this procedure is to identify themes and generate concepts. The results obtained include themes, concepts, and data descriptions that address related and conflicting issues. Data reduction is a sensitive thinking process that requires intelligence, breadth and very deep insight. In this case the researcher will select the data studied through observations of visitors visiting the Museum Pusaka Nias.

2) Data Display

After the data has been reduced, the next step is to display the data. This process is carried out to make it easier for writers to construct data into a complete social picture. Apart from that, to check the completeness of the data. Next, when displaying data, apart from narrative text, it can also be in the form of graphs, matrices, networks and chat. Researchers can present data in several ways, as follows:

3) Drawing conclusions (verification).

The expected conclusions in qualitative research are new discoveries that have never existed before. The discovery of data in the form of a picture or description of an object that was previously still dim so that after examination it becomes clear. If the data presented above is supported by solid data, it can be used as a credible conclusion. After the data was obtained in the above method, the researcher analyzed it using inductive thinking. Inductive thinking, namely: "Starting from specific facts, concrete events, then from the facts or general conclusions that are drawn from those particular events. In this way, researchers will obtain conclusions about visitor interest and how services are provided at Museum Pusaka Nias.

4) Questionnaire.

Questionnaire is an information gathering technique that allows analysis to study attitudes, beliefs, behavior, and characteristics several key people in the organization who could be affected by the proposed system or by existing system. This research was carried out by asking several questions about the museum and interest visitor in visiting using a questionnaire distributed to several respondents, namely visitors to the Museum Pusaka Nias.

CHAPTER IV

RESULT AND DISCUSSION

4.1. Profil of Museum Pusaka Nias

1. Short History

The Museum Pusaka Nias is managed by the Nias Pusaka Foundation, a social and non-profit organization. Its primary activity is the preservation of Nias culture. Pastor Johannes Hammerle formed the Nias Pusaka Foundation after ministering in Nias since 1971. While working in the distant Nias area, he grew interested by the language, culture, and history of Nias. He also saw that, due to poverty and a lack of knowledge, this distinct culture would fast fade. He began collecting historical and cultural relics to preserve for the future. The goal is to conserve these relics for the Nias army, preventing them from being destroyed or leaving the island of Nias. After 20 years of collecting and analyzing Nias' cultural history, the Nias history Foundation (YPN) was established in 1991. The institution was founded in response to concerns over the disappearance of the Nias culture and the significance of preserving the Nias culture's noble qualities as the Tribe of Nias' identity. This foundation's major aim is to operate a museum as a center for the preservation of Nias' tangible and intangible heritage.

Since its inception, the foundation's operations have extended to include teaching, research, environmental awareness, and sustainable tourism. Today, the Museum complex has become one of the most major tourist attractions, thanks to its magnificent recreational park, which is popular among both locals and tourists. In addition to administering the museum complex, the foundation is active in a number of accessibility projects centered on cultural education, habitat, and research. Following the 2005 earthquake disaster, the Foundation raised international awareness of Nias' endangered cultural legacy. As a result, the Foundation has collaborated with other foreign groups to help rehabilitate hundreds of indigenous houses and cultural places across the island.

Pastor Johannes Hammerle received a national award for "Best Conservation of Cultural Reserve and Museum" from the Indonesian Ministry of Education and Culture in 2014. The Museum Pusaka Nias is a long-standing institution and a nirbala organization in Nias. It is also well-known throughout Nias Island. Museum Pusaka Nias is operated by a devoted, loyal team that has spent many years working together to create the museum we see today. The museum is run by the Pusaka Nias Foundation. There are other individuals that work in security, visitor reception, exhibition, library, cafes, mini zoo, Bintang Timur, Bintang Laut, guest houses, recreational parks, and government occupations. A Total of approximately 40 staff. The organization is frequently aided by a variety of volunteers and students, both local and international.

2. Vision and Mission

The Museum Pusaka Nias' aim is to foster a passion for the Nias tribe's culture and to encourage people to know, live, and develop their constructive cultural values through educational media.

The Mission of the Museum Pusaka Nias is as follows:

1. Developed and managed the "Museum Pusaka Nias" to realize its objective.
2. Encouraging the public to preserve and advance Nias knowledge, intelligence, and cultural values, as a means of educating individuals about their unique identities.
3. Conducting research, documenting, displaying, and publishing material and intangible cultures to promote knowledge and reflection.
4. Raising public knowledge and curiosity about Nias culture's ideals.

3. Fasilitas Museum

1. The exhibition in the Museum Pusaka Nias, Nias Island's only museum, features mostly Nias culture and history-related objects. The exhibition, which is located in four enormous pavilions, shows key pieces from the collection. This exhibition is open to the public every

day and provides a comprehensive introduction to Nias Island's indigenous culture and history. The exhibition features a wide range of noble jewellery, weapons, war equipment made of crocodile skin, traditional fishing, hunting, and headhunting equipment, wooden carvings used in ancestor worship, ceremonial drums, caskets with Lasara heads, and beautiful scale models of traditional houses. Labels in Indonesian and English are accessible to help visitors comprehend the exhibition's history, purpose, and function. The lawn around the exhibition hall contains numerous enormous relics, including megaliths and traditional dwellings from various districts of Nias. Since its inception in 1995, the Museum has become the center of the Nias arts and cultural community. The Museum Pusaka Nias, as the sole repository of Nias cultural history materials, has become an emblem and point of reference for visitors interested in witnessing and learning about the island's rich culture. The museum is regarded as one of the best in Indonesia, and its founder was honored with the Indonesian Ministry of Education and Culture's "Best Cultural Heritage Conservationist" Award in 2014.

2. Library at Museum Pusaka. Nias runs a library that specializes on books about culture and history, particularly Nias heritage. There are many additional useful and intriguing books. The Museum Library is open to the public and has become a valuable resource for both local students and visiting researchers. Martin Georg Hämmerle, also known as Pastor Johannes, arrived in Nias in 1971. He was the first individual to pay close attention to Nias culture. He has been able to write many books about Nias culture as a consequence of his hard work and tenacity in gathering varied data on the topic. He is also frequently sought after by individuals who want to know Nias and use him as a reference. Pastor Johannes also attempted to collect Nias-related material written tens, if not hundreds, of years ago. There are originals and photocopies of this literature because originals are difficult to find, and it is currently in the collection of the Museum Pusaka Nias

Library, which can assist anyone interested in learning about Nias. Tourists, scholars, students, and others have long struggled to obtain information and references regarding Nias, dating back around 20 years. To alleviate the community's issues, at the same time as the Museum Pusaka Nias was built, a library was also formed, primarily collecting works on Nias. Initially, this library collection was only held in one cabinet, and the most of it was photocopied and written in German. These sheets and booklets were inventoried and preserved so that they may still be used. Now, the quantity of books in this library collection is growing, including books about Nias from diverse scientific perspectives as well as literature about other sciences. Currently, there are 1130 book titles. There are 328 Nias-related literature titles. Library administration continues to seek for and gather literature to fulfill the needs of its guests.

3. Mini Zoo Museum. The Museum Pusaka Nias houses a little zoo dedicated solely to Nias animals. The goal of caring for wild animals at the museum is to educate Nias' wildlife and keep them from becoming extinct. This little zoo, particularly the crocodiles, is one of the Museum's most popular attractions, as most Nias people now rarely see animals. Initially, the Museum Pusaka Nias did not intend to house these unique animals, which were legally protected. However, it appears that poaching of animals in Nias continues, whether purposeful or not. Fortunately, there were some residents who did not immediately kill him. The animals were captured and donated to the Museum Pusaka Nias. Although many were given away, some received recompense. Sometimes people bring animals to the museum and say, "If the museum doesn't buy it, I'll sell it outside." To keep the animals from being sold, butchered, or slaughtered for food, the Museum Pusaka Nias was forced to purchase them.

People donate the animals to the museum rather than buying them. The Museum Zoo now houses a variety of mammal, reptile, and bird species native to Nias. Mammals include three species of Deer,

Monkeys, Porcupines, and Bats. Reptiles include three huge saltwater Crocodiles, as well as a variety of freshwater Turtles and Snakes. Birds include Eagles, Beo, Parrots, Hornbills, and a variety of other species. The parrot is a popular Nias icon. The Beo Nias (*Gracula robusta*) is a bird of the Sturnidae family (starlings and relatives) that can only be found on the island of Nias. It is a great songbird and so highly valued. Parrots are believed to be extinct in the wild as a result of excessive capture by hunters.

In 2010, the Museum collaborated with the Sumatera Orangutan Conservation Program to relocate orangutans confiscated in Nias back to Sumatera Utara. In 2016, the museum received two pigeons of an unknown breed. This is actually a pair of Silver Forest Pigeons, which are endangered and extremely rare. The Museum constructed a special aviary for them with the assistance of Germany's Heidelberg Zoo. This is the only pair of its kind held captive anywhere in the globe. We frequently discover diverse carvings in Nias traditional houses, some in the form of animals, flora, jewellers, and goods possessed by the house owner. These carvings are simply home decorations, but some have special importance for the owner. The carving's owner and maker wished to portray their thoughts, heart and existence, living conditions, and social status through carvings. Sometimes the carving is simply a work of art with no purpose to impart information. Crocodiles, deer, mouse deer, eagles, hornbills, monkeys, lizards, monitor lizards, pangolins, and other creatures are frequently carved into home decorations to represent the homeowner's social standing and situation. These creatures are also frequently mentioned in Nias' "Amaedola" (proverb). The animals of Nias are closely linked to oral traditions, particularly stories and proverbs. As a result, having a small zoo at the Museum Pusaka Nias provides youngsters with cultural education and an exposure to their surroundings.

4. Flora. The vegetation in the Museum Pusaka Nias is unusual on the island of Nias. "The plants in this exhibit were present when we

purchased the area. For example, the red board in Manawadanö existed before we purchased the land." P. Yohanes stated (Tuesday, 07/05/2024). "Flora, these are unusual plants or trees in Nias. But not everything is here; there is a planting of the Bowö tree, the most important tree for us Nias people because bowö is not just a wedding but bowo in the sense of love or compassion, so it is very necessary that bowo trees be planted in Laverna rather than museums. However, in terms of the Nias people's mystical legend, there is a fosi tree in this museum, which is highly historical in Nias oral tradition and was planted at the Museum Pusaka Nias," stated Mr. Romanus Giawa (Tuesday, 07/05/2024). "Sometimes the Bowo tree is released first, and a village is developed around it, which is then known as Hilimbowo. P. Yohanes stated (Tuesday, 07/05/2024).

5. Nias Cafe Museum Nias Cafe is a renowned restaurant that offers drinks, snacks, and a variety of tasty cuisine. This cafe is located in the magnificent garden area of the Museum, which overlooks the coastline in Gunungsitoli. The cafe has been open since 2002, starting as a small cafeteria for employees. He quickly gained popularity among museum visitors and locals in Gunungsitoli. The Museum Cafe, with its serene, friendly ambiance and proximity to the city center, is ideal for visiting friends, holding a meeting, or simply enjoying a relaxing meal. Today, the cafe is a full-service restaurant that serves both Indonesian and Western cuisine. Visitors can sit at the cafe or one of the park's more private seating areas and huts. Aside from cuisine, the cafe sells a variety of snacks, traditional medicine, and free WiFi internet access. On weekends, the Museum welcomes hundreds of visitors. In addition to the cafe, there are shops selling drinks and snacks near the Bintang Laut beach leisure area.
6. Meeting Room, Museums are ideal locations for meetings, training seminars, conferences, events, and celebrations. We provide a choice of meeting and event venues with distinctive architecture within a beautiful and serene Museum complex. Meeting space requests are

increasing, particularly from local government offices, non-governmental organizations (NGOs), private firms, churches, and community groups. The following services and amenities are offered: Audio-visual equipment: projector, microphone, and loudspeakers. Sufficient and safe parking. The Nias Museum Lodges offer lodging accommodations for event organizers and participants. Catering is offered at the Nias Museum Café The Nias Museum studio group presents cultural performances, Recreational activities include swimming, visiting zoos and museums, and relaxing in the gorgeous gardens. An overview of the conference rooms in the Museum Pusaka Nias.

7. Omo Bale, at the Museum. Located at the core of the Museum complex. This is the most popular conference room. Omo Bale is a reproduction of a traditional meeting space in Bawömataluo, South Nias. Omo Bale serves as a gathering place for traditional Orah assemblies, churches, and village meetings. This building has a distinct style. The interior of the room is adorned with stunning native Nias wood sculptures. This space is ideal for meetings and training events. This area is 7 by 11 meters and can accommodate up to 80 people.
8. Bintang Timur. This unusual gathering room is located on the waterfront in the Museum's southern grounds. This building has a big dome-shaped roof and was constructed with natural stone from the Idanogawo area. These stones are neatly set as chairs, forming a circle. This facility is ideal for guests planning activities like dance, singing, or training. Eastern Star is frequently utilized by school groups and for religious ceremonies. This room is 10 by 15 meters and can accommodate 200 people.
9. Bintang Laut. This conference space is situated on the pier, at the end of the land owned by the Museum Pusaka Nias. The chamber is surrounded by the sea on all sides, making it feel like you're on a ship. With pleasant sea breezes, this area never becomes too hot. This

facility is frequently utilized for meetings, services, celebrations, and training. Bintang Laut has a capacity of 120.

10. This enclosed multipurpose room in the Museum's office building is a typical meeting area with all of the modern facilities one could want. The space is air-conditioned and ideal for audiovisual presentations and private gatherings. It is frequently used for events, meetings, and training. This room has a capacity of 35.
11. Nias Museum Lodges - Guest Houses, the Museum Pusaka Nias provides tourists with a unique opportunity to stay in a Nias traditional house located within the museum complex. These dwellings are historic buildings in the 'Omo Hada' architecture that have been relocated to the Museum and renovated with modern amenities for further comfort. These buildings are popular among visitors and Museum attendees. Visitors who want to stay overnight can choose between four classic residences, two modern houses, or a modest guest house. The guest accommodations are all set in the gorgeous museum gardens, with access to the sandy beach. On-site amenities include a restaurant, free WiFi for overnight visitors, and 24-hour security. Starting with the concern and desire to preserve Nias traditional houses, which are decreasing in number, four types of Nias traditional houses now stand at the Museum Pusaka Nias: the Laraga traditional house, the Bawölato traditional house, the Bawöganöwö traditional house, and the Ulu Noyo traditional house.
12. Laraga Traditional House Lodge is abbreviated as RAL. This house in North Nias is oval-shaped. All of the components are wood, and the roof is covered in thatched leaves. Of course, it is protected from both hot weather and earthquakes. Has ample ventilation, so there is enough air movement, and there is no need for air conditioning. Comes with a fan. There includes a living room, a television, and a gallon water dispenser. One room is furnished with two beds. Separate bathroom (located adjacent to the home). There is a kitchen. If you wish to utilize the kitchen, place an order beforehand.

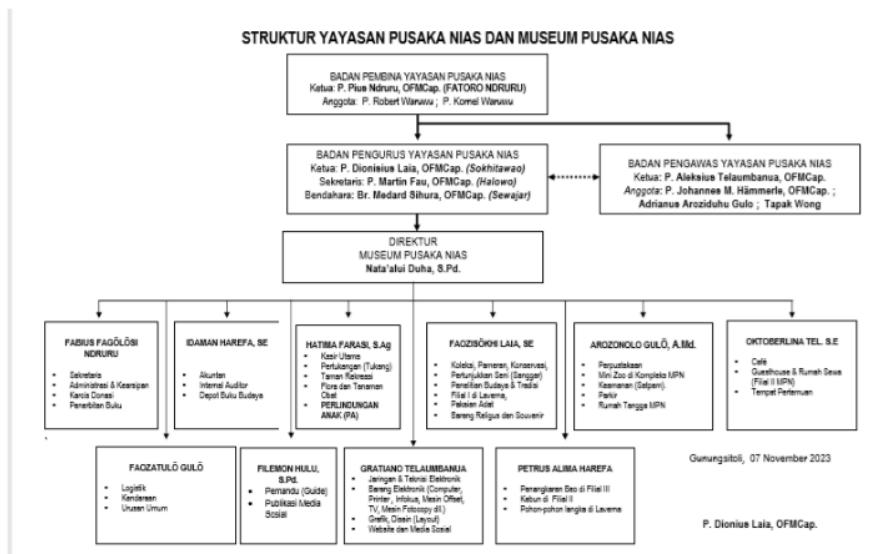
13. Bawölato Traditional House Lodge (RAB), located in Central Nias, features a rectangular shape and one bedroom with two beds. There's a living room. Separate bathroom (in the house with shower and hot water) located on the beach. There is enough ventilation; no need for air conditioning. It includes a fan, a television, and a gallon water dispenser.
14. Bawöganöwö Traditional dwelling Lodge (RABA) is one version of a South Nias traditional dwelling. One bedroom with two beds and a living room. The bathroom is inside the house and has showers and hot water. Located on the seashore. There is enough ventilation; no need for air conditioning. It includes a fan, a television, and a gallon water dispenser.
15. Ulunoyo Traditional house Lodge (RAUL) is a traditional residence in South Nias. Sufficient ventilation to ensure proper air circulation. Size: 7 x 5 m. There includes air conditioning, two beds, television, a fan, and a gallon water dispenser. The bathroom is separate from the Lodge but very near to the home. There is a kitchen for long-term guests who want to cook. The Omo Zotomo Inn has six rooms. There are two rooms measuring 4 by 3 meters and four rooms measuring 3 by 2.80 meters. Each room has one bed, and some even have two. There are restrooms and showers in the hallway.
16. Two "modern" houses are popular for long-term rentals due to their roomy layout and cooking facilities.
 1. The Omo Fafa house is a timber structure with one bedroom, one living area, and air conditioning in all rooms. There is a kitchen, refrigerator, and fan. The restroom is separate, outside, yet close to the house.
 2. Rumah Omo Bawa is a large cement building with three bedrooms, one guest room, one dining room, three toilets (in Indonesian style), and a bathroom. It features its own kitchen, equipped with refrigerator and stove, and a private garden adjacent to the house. However, following the earthquake (2005), these apartments were

extremely popular with NGO workers from both within and outside the country, who felt safe in the event of an earthquake and were also helped by the cool environment on the beach. Over time, the cost of maintaining this structure becomes somewhat prohibitive. The roof should be replaced every three years, and so on. As a result, the management of the Museum Pusaka Nias decided to meet travelers' demands to stay overnight and experience these Nias traditional residences. The suggestions of numerous parties were considered. So these cottages are available to everyone visiting Gunungsitoli and Nias Island. It's named the Nias Lodges Museum & Lodging Accommodation. Traditional Houses: Each house has bedrooms and a spacious living space in the front. There are two beds in each home. Extra mattresses are available on request for families or groups of friends.

17. A recreational park. Apart from the exhibits, the Museum is known for its stunning gardens and recreational grounds. Since its inception in 1991, the Museum has had a recreation park that is constantly being upgraded. The museum's enclosed courtyard offers views of the sea. Swimming and playing in the sea are popular among guests. In reality, the Museum provides one of the few clean and safe swimming facilities in Gunungsitoli. There is a dock where swimmers can dive into deeper water, as well as a beach with shallow water for youngsters. There are also a few covered and shallow pools for young children. Several water slides can be found near the beach and children's playground. The parks and gardens here are ideal for meeting friends for coffee or enjoying a picnic with the family. There are plenty of outdoor sitting and shelter huts throughout the grounds, as well as original Nias artifacts including megaliths and wooden figures.
18. Large trees give shade, and sea breezes ensure that the grounds are constantly cool. It is a tranquil green oasis in the heart of Gunungsitoli's bustling city center. The gardens' splendor makes this a

favorite site for couples to take wedding photos. The remaining empty land is planted with many Tumbuhan Obat Keluarga (TOGA), the results of which are simply processed and used to benefit many people. In fact, in recent years, this region has been used as a learning facility for students, particularly those interested in learning about various medicinal plants, as well as an attempt to promote the usage of medicinal plants, which are an ancestral heritage that must be protected. There are various areas in the Recreation Park where you can assemble with colleagues, family, or for formal office activities, field services, spiritual retreats, or recalls.

4. Stucture Organization



5. Pengurus dan Staf Museum

1. Pastor Johannes M. Hammerle, OFMCap is the founder of the Museum Pusaka Nias.
2. Pastor Dionisius Lala, OFMCap, is the Chairman of the Pusa Nias Foundations.

3. Pastor Pius Ndruru, OFMCap, is the Head of the Builders' Body of the Nias Pusaka Foundation.
4. Pastor Martin Wau, OFMCap is the Secretary of the Nias Pusaka Foundation.
5. Br. Medard Sihura, OFMCap: Bendahara Foundation, Pusaka Nias.
6. Nata'alui Duha is Director of the Pusaka Nias Museum. Responsible for the entire management of the Museum.
7. Oktoberlina Telaumbanuas, Head of Business Department at Museum Pusaka Nias.
8. Faosisokhi La'ia, Chief of Collections and Exhibitions.
9. Fabius Ndruru, Secretary of Museum Pusaka Nias and Publications.
10. Idaman Harefa, Finance and Accountant.
11. Hatima Farasi, Bendahara.
12. Arozatulo Gulo, Head of Library and Zoo.
13. Gratiano Telaumbanua specializes in networking, technical support, design, and website development.
14. Faozatulo Gulo: Transportation and logistics for public services.
15. Filemon Hulu: Guide and Social Media Publications.

The tasks and functions of each organizational structure Museum Pusaka Nias:

- a. Head of Museum ⁴¹ The head of museum is responsible for the complete museum management process ⁴¹ in accordance with the museum's vision and goal.
- b. Technical responsibilities. Technically responsible jobs, among others:
 - 1) Responsible for collection management.
 - 2) Maintaining collections.
 - 3) Plan and organize museum activities.
 - 4) Conducting educational events and sharing information about collections.
 - 5) Conducting communications and marketing for museum programs.

- c. Daily Manager. Daily manager responsibilities include:
 - 1) Developing museum institutions
 - 2) Assessing and enhancing the effectiveness of museum management.
 - 3) Develop museum management policies.
- d. The Administrative Division of this department is in charge of handling the workforce, finances, emergency letters, housing, security, and collecting registration.
- e. Publications.
Publication and operator responsibilities, among others:
 - 1) Providing information to the public as needed
 - 2) Publicize upcoming events in numerous ways.
- f. Documentation.
Documentation functions include:
 - 1) Informing users about the document's content
 - 2) Providing correct evidence and data for document descriptions.
 - 3) Preserving the physical and content of papers.
 - 4) Preventing document damage.
 - 5) Preparing document content for scientists' study purposes.
 - 6) Create a document collection for the nation and state.
 - 7) Guarantee the document's completeness and legitimacy.Documentation tasks include:
 - 1) Searching and gathering materials.
 - 2) Recording and processing documents
 - 3) Publish and distribute essential documentation.
 - 4) Filing/archiving.
- g. Museum Guide.
The museum guide's responsibilities include:
 - 1) Travel guide.
 - 2) Describe various trip-related items, things, and activities.
 - 3) Interpreting tourism attractions found during the excursion.
 - 4) Sharing information regarding the tourism trip.

- 5) Provide recommendations for implementing the tourism trip.
- h. Hygienic energy.
 - Hygiene staff responsibilities include:
 - 1) Open and close museum doors.
 - 2) Clean museum rooms.
 - 3) Cleaning museum collections.
 - 4) Sweeping museum courtyard.
 - 5) Dismissing the entire room every day.
 - 6) Ensure hygiene equipment is properly stored and cleaned upon completion of work.
 - 7) Cleaning the tables, chairs, and windows.
 - 8) Completing additional responsibilities assigned by the superior, both verbally and in writing.

6. Day and Hour of Museum Service

The schedule of visits to Musuem Pusaka Nias is as follows:

Day	Servis Hours	Rest
Monday-Saturday	08.00 – 18.00	12.00 – 13.00
Sunday	12.00 – 18.00	-
Closed Total : Good Friday		

4.2. Research Results

Before conducting the research, the researcher validated the research instruments that were utilized by an external validator, Mr. Filemon Hulu, S.Pd, who served as the guide at Museum Pusaka Nias. The study instruments to be validated were an interview sheet for visitors to the Museum Pusaka Nias. The research was conducted at Museum Pusaka Nias. Based on the research emphasis, which is an examination of visitor interest in Museum Pusaka Nias as a natural tourism attraction in 2023/2024, the researcher gathered data through observation, interviews, and documentation. By observing visitor interest in Museum Pusaka Nias, the researcher was able to collect more accurate data in answering the research's problem formulation.

The researchers next conducted interviews with two secretaries and a guide at Museum Pusaka Nias to obtain more thorough answers to the problem formulations. After gathering the data, the researcher analyzed it using an interview with a visitor to Museum Pusaka Nias, initial observations, and documentation. The data was evaluated using data analysis techniques such as data condensation, data display, and drawing conclusions.

4.2.1. The result of observation

The Museum Pusaka Nias is the sole museum on the Nias Islands available for relaxation, vacation, and other purposes. The Pusaka Nias Museum has a lot of possibilities, including ecological, historical, and cultural tours. The Pusaka Nias Museum is well-known throughout the country and even internationally. The growth in the number of people who visit the Museum Pusaka Nias can help to improve its construction. The Museum Pusaka Nias contains a wide range of cultural possibilities, both material and intangible. (not fisik). The Museum Pusaka Nias includes almost 6,000 antiquities, however only a small portion of them are on display in the exhibition hall. Visitors to these museums can explore a variety of areas, including the Pravailium room, library, mini zoo, flora, museum café, conference room, omo bale, sea star, east star, multipurpose room, recreational park, guesthouses, swimming pool, and so on.

The Pusaka Nias Museum's major operations include collection management and preservation, which is why this foundation was established in 1991. The majority of the relics in the collection are cultural, historical, and artistic objects that help visitors comprehend former life on Nias Island. Important items in the collection include military weaponry and equipment, jewelry and clothes, religious and ceremonial objects, musical instruments, and common domestic things. Such a historical remnant could be one of the attractions that draw tourists to the Pusaka Nias Museum.

According to the Law of the Republic of Indonesia No. 10 of 2009 on Tourism, tourist attractions are defined as anything that has distinctive qualities, the uniqueness of both natural, cultural, and man-made beauty that is a tourist visit. According to the findings of the researchers' observations, each tourist location in the Pusaka Nias Museum has its unique charm to entice visitors. The museum's exhibition hall is appealing because it contains remnants of sculptures, carvings, musical instruments, and so on, thus visitors are interested in using this exhibit space for educational tours or cultural and historical education. Aside from that, there are other sites where visitors can have fun both individually and in groups. Here's how many people visited the Pusaka Nias Museum each month from 2023 to July 2024.

NUMBER OF MUSEUM PUSAKA NIAS INVITATORS
IN 2023

No.	MONTH	RECREATION PARK			
		ADULT/PUBLIC	CHILDREN	FOREIGN TOURISTS	PEMEGANG KIA
1	January	4.732	1.300	0	-
2	February	3.198	1.300	0	-
3	March	5.655	1.606	43	17
4	April	7.223	2.635	2	-
5	May	5.067	1.861	4	2
6	June	5.787	2.234	8	-
7	July	4.921	1.638	20	2
8	August	3.826	1.043	2	-
9	September	4.054	885	10	-
10	October	4.460	1.365	11	-
11	November	3.432	1.045	13	-
12	December	5.192	1.285	2	-
TOTAL		57.547	18.197	115	21

NUMBER OF MUSEUM PUSAKA NIAS INVITATORS
IN 2024

No.	MONTH	RECREATION PARK			
		ADULT/PUBLIC	CHILDREN	FOREIGN TOURISTS	PEMEGANG KIA
1	January	6.020	1.517	9	13
2	February	5.777	2.378	6	23
3	March	4.800	1.194	4	2
4	April	5.517	2.508	15	2
5	Mei	4.580	1.699	9	3
6	June	5.100	2.088	8	20
7	July	4.523	1.752	15	4
TOTAL		36.317	13.136	66	67

The above data shows how many visitors came from 2023 to 2024. It may be influenced by the museum's overall quality. The Museum Pusaka Nias' quality and condition are actively improving in informing the museum's tasks and roles as a means of education and science for learning, as well as tourism media in the Nias region. Various amenities and facilities are planned to aid the development of the Museum Pusaka Nias. The prerequisites for establishing a museum are specified by Act No. 19 of 1995 on the Conservation and Use of Cultural Property in Museums. These prerequisites include: a. the museum's technological standards; b. facilities and facilities; c. energy; and d. set funding sources. A museum must have two buildings: the main building and the supporting building, in order to meet building technical criteria. The condition of the building, services, or situation of the Museum Pusaka Nias, which is worthy of displaying information about the collection it has and is managed by the foundation, can pique the interest of visitors or potential visitors to the museum because they are already interested in the condition it is in.

4.2.2. The result of interview

The researcher used interviews as one of the study tools to gather the necessary information. Twenty tourists were interviewed. Two of them served as secretaries and guides at the Pusaka Nias Museum. The researcher interviewed visitors beginning on July 24th and ending on August 24th.

1. The Result of Interview on Elementary School

⁶² A visit to a museum is a valuable experience for children of Primary School age. Children at this age generally have a high level of curiosity, they are motivated to explore a variety of interesting things. They want to know more about the world around them, and the museum offers a variety of exhibitions that can satisfy their curiosity. For example, if you want to take a walk with your family, see the animals that are in the Pusaka Nias Museum, the children can also gain experience and knowledge about the animals in the museum, by seeing and reading the information about every animal that is at the museum. Such experiences help them remember information better and can trigger their interest in exploring more about what they have met at the museum. The children also love to have fun, they do things that can make them happy like swimming in the swimming area in the museum or walking in the mini zoo area at the Pusaka Nias Museum.

2. The result of interview on Junior Hight School

A visit to a museum for Junior Hight School is an experience that can enrich their knowledge and insights. At this age, teenagers begin to develop more specific critical perspectives and interests, making museums an ideal place to meet their educational and exploration needs. At middle age, children begin to learn more complex things. Museums offer opportunities to associate school material with reality such as seeing historical objects, statues, seeing

customary houses, exhibitions, paintings, and traditional musical instruments. On the other hand, children of this age also make group visits, whether with schoolmates, groups or families. It gives you the opportunity to spend quality time with people closest to you. Students can discuss their experiences, share views, and build memories together. They also sometimes have their own pleasures like wanting to see the sunset in the afternoon at the Pusaka Nias Museum.

3. The result of interview on Senior High School

A visit to a museum for Senior High School is an experience that can enrich their knowledge and insights. At this age, teenagers begin to develop more specific critical perspectives and interests, making museums an ideal place to meet their educational and exploration needs. At middle age, children begin to learn more complex things. Museums offer opportunities to associate school material with reality such as seeing historical objects, statues, seeing customary houses, exhibitions, paintings, and traditional musical instruments. On the other hand, children of this age also make group visits, whether with schoolmates, groups or families. It gives you the opportunity to spend quality time with people closest to you. Students can discuss their experiences, share views, and build memories together. They also sometimes have their own pleasures like wanting to see the sunset in the afternoon at the Pusaka Nias Museum.

4. The result of interview of Society

The Nias Pusaka Museum has long been known ³⁷ as a place of storage and presentation of knowledge, history, and art. For students, visiting the museum is a useful activity for the development of knowledge and also an interesting form of recreation. Museums are also one of the fun ways to extend education outside the classroom.

Like one of the students who is doing an internship at the Pusaka Nias Museum through an independent campus program, where the student can learn about history, culture, science, art, and can help them enjoy the learning process while having fun. However, more and more people are visiting museums not only for educational purposes, but also for recreation. The Nias Pusaka Museum is an ideal recreational destination for families. Museums also often provide a quiet and peaceful atmosphere so that some visitors make visits for refreshing or getting rid of tiredness. Many visitors enjoy the atmosphere of the museum by sitting in the cottage to contemplate and enjoy the natural beauty of the Pusaka Nias Museum.

5. The result of interview of Staff in Museum Pusaka Nias

The interaction between visitors and museum officials is an important aspect of the visiting experience. Many visitors are interested in communicating with the officers, due to their hospitality and can also bring in in-depth knowledge and insights about the collections and exhibitions. Visitors often want to understand more deeply about the objects they see. Museum officials have specialized knowledge that can explain the history, context, and story behind each exhibition. This information not only adds to the visitor's insight, but also makes the visiting experience more valuable. Museum officials also play a role in helping visitors to stay safe. Each time in two hours always reminds visitors through speakers already installed in some corner of the Pusaka Nias Museum so that the safety of visitors can be guaranteed well. The officers also always strive ¹⁴ to improve the quality and quality of the museum where one of the priorities is service. The basis of the service is a smile. Then about knowledge, officers in the Museum should also be equipped with knowledge, so that when visitors ask about sculptures or musical instruments, etc they can explain it well. So it's the waiter

or the guide who passes the information to the visitors, and that's what a Pusaka Nias Museum institution is about.

Based on the findings of interviews with visitors, researchers can deduce that visitors are split into numerous categories:

1. Personal.
2. Family Groups
3. Institutional groups include schools, religions, governments, political parties, and ethnic groups.

Based on the findings of interviews with visitors, the researchers might discover that the visitors' interests are split into many categories.

1. Interested in learning more about the Museum Pusaka Nias, including its history, cultural items, flora, animals, and architecture.
2. Enjoy nature.
3. Spend meaningful time with family or community (e.g., picnic).
4. Accompanying children to visit animals in a little zoo.
5. Taking enjoyment in swimming at the 'Sea Star' beach park.
6. Enjoy nature while discussing or working from school or campus (Mini Nias).
7. Conducting pre-wedding shoots
8. Recording videos for sharing purposes, such as race coverage or album creation.
9. Conducting meetings.
10. Conducting training.
11. Conducting research.
12. Practicing recollection or retreat
13. Engage in religious activities.
14. Conducting wedding events.
15. Explore the Museum Pusaka Nias neighborhood with your boyfriend or fiance to plan your future together.

16. Expand tourism business development.

17. Sea showers can heal ailments such as strokes, heart attacks, and asthma.

4.2.3. The result of Documentation

The documentation was used as a research instrument to acquire further data. The goal of this documentation is to aid in my research by collecting data via images and video ² based on observations and interviews made by researchers with visitors to the Museum Pusaka Nias. The researcher documented the outcomes of observation and interviews with visitors, in which the researcher documented many locations in the museum such as statues and historical objects, as well as conducting interviews with visitors.

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion

Berdasarkan hasil penelitian yang sudah dilakukan dapat disimpulkan bahwa minat pengunjung mengunjungi museum di Museum Pusaka Nias secara internal adalah untuk memenuhi rasa ingin tahu, menambah pengetahuan, rekreasi dan tugas akademik dari sekolah. Sedangkan motivasi dari factor eksternal adalah karena daya tarik Museum Pusaka Nias diantaranya kepopulerannya, kemudahan akses menuju Museum Pusaka Nias, tariff yang terjangkau, fasilitas umum untuk pengunjung serta akses ke lokasi museum dengan berbagi koleksi yang lengkap dan menarik. Pelayanan dan kemudahan mendapatkan informasi dari petugas Museum Pusaka Nias serta banyaknya atraksi atraksi di Museum Pusaka Nias.

5.2 Saran

Diharapkan pengelola Museum Pusaka Nias dapat mengetahui dan memperhatikan motivasi kunjungan pengunjung ke Museum Pusaka Nias. Karena dengan memahami motivasi pengunjung, pengelola dapat lebih mempersiapkan museum dengan memberikan pelayanan yang lebih baik serta meningkatkan daya tarik Museum Pusaka Nias sesuai harapan pengunjung sehingga kemungkinan besar minat pengunjung untuk kembali berkunjung makin meningkat.

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