

## Museum as One of the Tourist Destination in Surabaya

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**Abstract:** Along with the rapid development of information technology the existence of the museum must also follow the existing changes, which must adapt to the needs and wants and young people. Youth segment is a huge market potential in Indonesia. This research is to explain about the implementation of experiential marketing strategy to make museum as one of tourist destination in Surabaya. Data collection techniques based on interviews with museum managers as well as from the observation of museums in the field, with attention to aspects of sense, feel, think, act and relate. The population in this study is the existing museum in Surabaya, where there are 18 museums in Surabaya, and the sample of this research is 6 museums in Surabaya (Museum of Cancer, Museum Of Sampoerna, Submarine Monument, Surabaya Museum, Health Museum, and Ethnographic Museum). This research uses qualitative research method with analytic descriptive approach, where this research only describes and analyzes existing variable that is implementation of experiential marketing at museum in Surabaya. The results showed that almost all the museums in Surabaya have not applied the concept of experiential marketing completely. In addition, almost all museums are in poor condition and still old-fashioned, and this is not suitable for the youth market. From this study it is also known that the museums in Surabaya have not been able to touch the emotional and psychological aspects of the visitors, whereas completing the visit to the museum does not feel an emotional touch and the latter will not encourage visitors to re-visit.

**Keywords:** Experiential Marketing, Museum, Tourist Destination.

### INTRODUCTION

The city of Surabaya has many museums, including the Sepuluh November Surabaya museum, Health museum of Dr. Adhyatma MPH, Loka Jala Crana museum, House of Sampoerna museum, Ethnography study center museum, Bank Indonesia museum, and cancer museum. According to RI Government Regulation no. 19 Year 1995 [1] Museum is an institution, storage, maintenance, security and utilization of material evidence of human culture and its natural and environment to support the efforts of the protection and preservation of cultural wealth nation.

Today, younger generations no longer have an interest in visiting museums and cannot grasp the meaning to be treated at a museum visit. The young generation feels the museum is something ancient, boring and not forgiving. This opinion is very unfortunate, because it is considered the current generation cannot appreciate the process of the occurrence of a struggle and progress on the nation which information can all be obtained from the museum. Where there is a saying that "Great nation is a nation that respects its history".

Museum managers in applying marketing strategies to museums should be different from strategies used for other business fields. Where in

marketing the museum, the strategy should be used should be able to offer a different experience that can be directly perceived by visitors and later expected when visitors leave the museum will get a pleasant experience and will motivate them to make a return visit. Experiential Marketing is one strategy that can be applied in marketing museum tours.

Experiential marketing is a marketing approach that involves the emotions and feelings of consumers to create unforgettable positive experiences that consumers end up consuming and fanatical towards a particular product/service [2]. Museum managers can apply experiential marketing strategy to give satisfaction to the visitors. Experiential marketing is a way of creating an experience that visitors will experience when visiting a museum through senses, affective experiences, creative thinking experiences, physician-related customer experiences, behaviors and styles life, and experiences as a result of interaction with others, and will create an experience connected to social, lifestyle, and cultural circumstances that can reflect which is the development of sense, feel, think, act, and relate [2].

## THEORETICAL BASIS

### Museum

Museum is a building to store historical evidence that has a certain cultural value. According to the International Council of Museums [3], museums are: non-profit institutions that are permanent to serve the community and its development, responsible for collecting, preserving, researching, communicating and exhibiting the historical heritage of material objects and non-objects and their environment, used for educational, research and entertainment purposes. According to Efendi [4], the museum is a building used to store historical evidence that has a certain cultural value.

According to the Directorate of Museum [5] there are several types of museum classification, namely:

- **Type of museum based on collections owned, namely**
- Public Museum is a museum whose collection consists of a collection of material evidence of human and or its environment related to various branches of art, discipline and technology.
- Special Museum is a museum whose collection consists of a collection of human or environmental material evidence relating to one branch of art, branch of science or technology branch.
  
- **Type of museum based on its position, namely**
- National Museum is a museum whose collection consists of a collection of objects originating, representing and relating to the material evidence of human and or the environment of the entire territory of Indonesia of national value.
- Provincial Museum is a museum whose collection consists of a collection of objects originating, representing and relating to human material evidence and / or its environment from the province where the museum is located.
- Local Museum is a museum whose collection consists of a collection of objects originating, representing and relating to the material evidence of man and or his environment from the county or municipality where the museum is located.
  
- **Type of museum based on its legal status [6], namely**
- Government Museum is a museum financed by the local government, and for all its purposes is provided an annual budget in the department or local government that organizes it.
- Private Museum is a museum founded by the private sector, which is managed directly by the private sector. Can be in the form of foundations or individuals, but in its implementation remains under the supervision of the Directorate of Museum on behalf of the government.

There is some togetherness between modern and classical museums, which is about three principles of tourism: what to see, what to do and what to buy [4].

### Experiential Marketing

Experiential marketing is a marketing concept through sensory stimulation, evokes feelings and emotions, consumer knowledge, and interactions and relationships to products that aim to provide the consumer experience with the products offered. According to Schmitt [12], experiential marketing is a marketing approach that involves the emotions and feelings of consumers to create unforgettable positive experiences that consumers will eventually consume and fanatize towards a particular product/service.

According to Kassali [11], consumer behavior of a purchase grouped in three perspectives, namely: first, the perspective decision making, where consumers make a purchase decision is done rationally; second, the perspective of social pressure, where in making purchasing decisions are due to a social pressure; and third, experiential perspective, where in making the purchase is not based on its function, but more to the impression that consumers get on the products/services purchased.

According Schmitt [10] Experiential Marketing into four key characteristics, among others:

- **Focus on consumer experience**  
An experience occurs as a meeting, through or through a particular situation that provides the sensory, emotional, cognitive, behavioral, and relational values that supersede the functional values. Where experience will connect business entities as well as products with consumer lifestyles that will be expected to occur personal purchases and within the scope of its business.
- **Test consumer situations**  
The experience that consumers have does not only want the products viewed from the overall situation when consuming the product, but also based on the experience felt when consuming the product.
- **Recognize the rational and emotional aspects as the trigger of consumption**  
In experiential marketing, consumers are not only seen from the aspect of rational but also emotional aspects. Where consumers are not seen as rational decision makers but consumers also want to be entertained, stimulated and influenced emotionally and creatively challenged.
- **Methods and devices are electronic**  
The methods and tools for measuring one's experience are more electric. Where

depending on the object to be measured or referring to the situation that occurred rather than based on the same standards.

According to Schmitt [7] states that experiential marketing can be presented through the five elements of sense, feel, think, act, and relate. Experiential Marketing, but it is also useful to improve consumer satisfaction. Experiential marketing has five main elements that focus on the creation of positive consumer perceptions [2, 13], namely:

- Sense, are tangible aspects and can be perceived by the five human senses to a product which serves to differentiate a product from another product.
- Feel, related to the deepest feelings and emotions of customers to a product/service, combines the emotional experience felt with the product/service consumed.
- Think, the Company strives to challenge consumers, by providing problem-solving experiences, and encouraging customers to interact cognitively and or creatively with companies or products.

#### RESEARCH METHODS

This study includes the type of survey research and using a qualitative approach. In this study, the researchers sought to explore the object of research in order to obtain a clear picture of the museum in Surabaya as well as the application of experiential marketing in marketing the museum in Surabaya.

#### Population and Sample

The population in this study is a museum in Surabaya, where there are 18 museums in the city of Surabaya. Samples in this research are 6 museums in Surabaya (Museum of Cancer, House of Sampoerna Museum, Submarine Monument, Surabaya Museum, Health Museum, and Ethnography Museum).

#### Unit of Study

Based on the background, problems and objectives in this study, then that will be the unit of study in this study is the implementation of experiential marketing strategy to make the museum as one of the tourist destinations in Surabaya. Experiential marketing is a service marketing concept in creating a experience for consumers (customer experience) through 5 (five) experiential strategies, namely:

- Sense; is a perceived experience when visiting a museum related to the five senses (through sight, hearing, touch, touch and smell).
- Interesting layout design
- Aroma
- Sound that supports the atmosphere
- Lighting
- Touch

- Feel; feelings and emotions that consumers feel when visiting the museum.
  - Interesting interior design
  - Emotions that arise while in the museum
  - Services provided by the manager (employee)
  - A great feeling of hospitality
- Think; related to the mindset
  - Encourage more history
  - The existence of the museum gives inspiration
  - Always update and add to the displayed objects
- Act; Action, behavior and lifestyle
  - Liked a visit to the museum
  - Become more concerned with history
  - Visiting the museum became a lifestyle
  - Recommend to others
- Relate; Consumer effort in connecting itself, others, and culture
  - Visiting the museum makes it more know and appreciate culture/history
  - Visiting the museum is something fun

#### Method of Collecting Data

Data collection in this research is done through 2 data sources, namely: Primary data, that is data obtained from interviews with museum managers as well as from the observation of research objects in the field. Secondary data, ie data that is indirectly related to the museum investigated and is a support for the research undertaken. Secondary data, this study was obtained by accessing from the website.

#### DATA ANALYSIS

The analysis steps used in doing this research is as follows:

- **Data collection**

Is the stage of collecting data obtained from interviews, observations, literature research and documentation and other secondary data obtained successfully.
- **Data reduction**

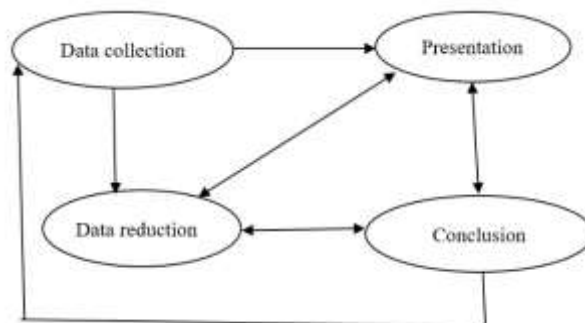
The reduction process is defined as the selection process, focusing attention on simplification, abstraction and transformation of "rough" data arising from written notes on the ground.
- **Data Presentation**

The next step after data reduction takes place is the presentation of data that is interpreted as a set of arranged information that the possibility of drawing conclusions and taking action. By looking at the presentation of this data, it will be understandable what is going on and what to do.

- **Withdrawal Conclusion**

The fourth interactive analysis activity is drawing conclusions and verifying. From the beginning of data collection, researchers began searching for the meaning of objects, recording regularities, explanatory patterns, possible configurations. While verification is a review of

field notes, in other words the meaning that emerged from the data must be tested its validity (validity), verification in research carried out continuously throughout the research verification by the researcher so as to form a certain proposition that has support theory or refinement theory.



**Fig-1: Qualitative Data Model Analysis Interactive Model**

Source: Soegiyono, 2007

## RESEARCH RESULTS AND DISCUSSION

Based on the results of research conducted can be said that Surabaya has many museums, and if the existence of the museum is maximized its existence then it is expected the museum will become a tourist destination in Surabaya, which will ultimately increase local revenue and tourist visits. A few years ago, the public saw the museum as an ancient and outdated tourist attraction. Today the museum tour has not received the attention of the people of Surabaya, and it has only been the last 3 years that the community visit to the museum has increased visitors to the House of Sampoerna museum.

Based on the results of observations of researchers directly to the museum, when viewed from the aspects of experiential marketing can be said that: from aspects:

- **Sense**

At the House of Sampoerna museum, ethnographic museum, and Monument Submarine (Monkasel) can be said that the museum design is interesting and orderly. While in the museum of Surabaya, the design in the building still seem very rigid so less interesting to see, whereas in the museum of cancer can be said that in terms of interior building really should be done renovation because already many parts of the building is damaged and paint colors that have begun to fade dull so it will reduce the public interest to visit the museum. While in terms of aroma, it can be said that when visitors enter the House of Sampoerna museum will be able to directly smell the typical tobacco because the museum tells about the history of the early establishment of tobacco company Sampoerna. The same thing can also be felt when visitors visit the monument Submarine, where people

can directly aroma in the ship because visitors can smell the oil etc. While in terms of sense of touch can be found almost all the museums.

- **Feel**

At the time of entering the health museum and ethnography museum, consumers can feel the magical atmosphere in accordance with the theme of the museum. In the museum the magical atmosphere is felt and greatly affects the emotional of the visitors and the influence of the atmosphere will decrease when heading to the exit, this is coupled with the testimony of the consumers after visiting the museum and the manager of the museum also states that there are certain places that haunted and there are inhabitants. One in the toilet because there is a place of disposal of an abortion. Being in the ethnography museum will also feel a magical atmosphere but the atmosphere does not seem creepy because it is supported by a manicured building and more modern. While on entering the museum of cancer, consumers will feel the atmosphere of the less-maintained buildings that become less attractive. Museum in Surabaya almost all provide satisfactory service, where visitors will be assisted by the local employees. Where the employees are very friendly and willing to explain all the museums in every museum. It becomes one of the factors that can arouse the emotions of the visitors.

- **Think**

When visiting the House of Sampoerna museum, consumers will be invited to know more about the types of tobacco that exist and can know the good quality of tobacco and can know the materials needed in the production of cigarettes. In addition, visitors can also practice how to roll the cigarette so that it can feel the way the process of working from the process of making

cigarettes. At the cancer museum, visitors can gain knowledge about the types of cancer and the form of cancer which has never been seen and known by the public. Here also visitors know the knowledge about the symptoms of a cancer in the hope that consumers can anticipate in advance things that are not desirable. Consumers at the time of visiting the health museum will also be able to get a lot of information about the history of the development of medical equipment.

- **Act**

Today it has not become a culture for consumers to spend holidays in museums that are still conventional, because consumers are not interested in the museum that embodies the appearance of the interior still impressed traditional and ancient. Consumers are more interested in visiting museums that not only provide knowledge but provide other facilities such as entertainment nuance, interaction and the availability of culinary places and sales of souvenirs.

- **Relate (Consumer efforts in connecting himself, others, and culture)**

Most people consider visiting the museum is something that is less fun, it is due to the design of the building museum that seemed old and less well maintained so less interesting to see.

In addition, what must be considered by the museum manager in marketing the existence of the museum is how to make this museum has entertainment value, without having to leave or change the cultural values and original history that exist in the museum. This is because, entertainment is the most effective factor to get the attention of visitors, which will ultimately make visitors feel happy, and will eventually grow a sense of love for the museum.

Researchers previously proposed six ideas that can be used in promoting the museum based on research that has been done by previous researchers, namely:

- **Art & Multimedia Museum**

Here in carrying out activities that exist in museum can be done by applying the concept based on audio visual format, so that the expected consumer will not only see the dead objects on display in the museum room but also can be enjoyed in the form of 3D animations that make the eyes deceived such as the 3D Trick Art Museum. This concept is very appropriate to use for the younger generation who are now very happy to do selfie. Therefore, it is time for the museum to use the touch of art and multimedia to attract the attention of visitors, especially young people. The purpose of the implementation of the digitalization system in the museum is expected to be able to encourage the younger generation's concern about the importance of learning about many things in the museum. So

the museum is expected to remain a center of education without having left in the past.

- **Friends of the Museum**

Sahabat Museum is a community of museum lovers who gather young people and invite the public to be more concerned about the existence of the museum, where it will not be realized without full support from all parties. Where such support can be in the form of freedom of expression, the availability of funds for activities, and opportunities to stimulate their space. So that it can be realized, it is necessary the assistance of activists or activists Community Specialist.

- **Museum Event**

In increasing the number of visits, then the museum can hold various events held in the museum which will be one of the suggestions for the community to visit the museum. This has been done by museum Cancer. Here it is expected the museum management is not passive just waiting for the arrival of visitors but also actively conduct activities to bring visitors

- **Museum Tour**

Here the museum organizers do a series of travel tours that insert the agenda of a visit to the museum; it has been done by the House of Sampoerna Museum. In addition, the museum can also cooperate with tour & travel service providers, campuses, and schools. Tour & travel services often create tour packages.

- **Growing Museum Love Around**

Growing a sense of love to the museum can be started from the surrounding community in the area of the museum. Where expected they will be potential visitors because of frequent visits, as well as faithful keep and preserve the museum. One way that can be done is to tell the history of the ancestors of the surrounding community in the museum.

- **Hold Netizens**

Museum managers can optimize by holding netizens, social media activists, bloggers. They can be invited to join a kind of Kanca Museum community, or create their own community.

Based on the results of research that has been done then the researchers add two ideas that can be used museum in doing marketing activities, namely:

- **Diorama Museum**

Is a marketing concept museum, where in the arrangement of design for information to be given / delivered using a miniature / using a 3-

dimensional pattern that describes the actual situation, for example by making a miniature about the actual state.

#### • **Museum Simulation**

In this concept, visitors are not only enjoying with the five senses, but can use and feel directly, for example, visitors can directly operational means of transportation such as aircraft which can be found at the public transportation museum.

In addition, often with the rapid development of information technology today, the market once dominated by seniors, men, and netizens, must now take into account the youth, women, and netizens [9]. Often with the changes, the existence of the museum must also follow the existing changes, which must adapt to the needs and wants and young people, because the youth segment has enormous potential in Indonesia. There are several marketing strategies that museums can use in targeting the youth market: always updating, as they know so quickly the changes in tastes, behaviors, habits, and lifestyles of young people, where they like to try new products that offer the right which is unique and already tired of the monotonous suit and does not challenge or nothing new. In addition, also done by building a community that is a trend among young people.

Often with the development needs and desires of consumers, especially young people, it must be designed not only as a proper concept of education but also as a means of entertainment and recreation, where young people spend a lot of time funds such as for social and recreational activities, it must be designed museum that can be used as a meeting place with friends or colleagues, as already implemented by the House of Sampoerna museum. In addition, the museum should also be a place of recreation with family and friends, as implemented by museums Jatim Park and public transportation museum in Batu. Where in the museum, visitors can access and use directly as in the transport museum consumer visitors can directly act as a pilot through a simulation as a pilot.

Based on the above exposure can be said that the museum in Surabaya has not been able to touch the emotional and psychological aspects of the visitors. This is because most museums do not always make innovations, both in terms of museum arrangement and presentation of the museum. Where according to Tjiptono [8], the behavior of individual/consumer consumption is influenced by five main needs, and one of them is the emotional needs, that is a goods or service will be able to satisfy the needs of its consumers through the creation of emotions and the right feeling perceived by consumers and epistemic needs, namely a state where consumers have a need and desire to know or learn something new in his view.

#### **CONCLUSION**

Based on the result of the research, the researcher can conclude that:

- The basic concept of museum in giving experience to the visitor when visiting the museum shows a marketing plan that has not been good.
- In general, it can be said that the museum in Surabaya is not optimal in implementing the concept of experiential marketing.
- Museum managers should establish ideas that will be used in promoting the museum, for example as a museum diorama or as a museum simulation.
- In addition, the manager must also begin to target the youth market because the younger segment has a huge potential in Indonesia.
- The management must also continue to innovate so that visitors are always presented new things and this in accordance with the lifestyle of young people the rapid change of taste, behavior, habits, and lifestyle of young people, where they like to try the products- new products that offer unique suits.

#### **Limitations of Research**

Due to limitations in time and effort, the researchers only conducted research on 6 (six) museums in Surabaya, namely: House of Sampoerna Museum, Submarine Monument, Surabaya Museum, Health Museum, and Ethnography Museum

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