

## ANALYSIS OF TOURISM DEVELOPMENT COMPONENTS AT THE MUSEUM KOTA JUANG BIREUEN, ACEH PROVINCE

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**ABSTRACT:** This research aims to describe the components of tourism development at the Museum Kota Juang Bireuen. The research method uses a qualitative approach. Sources of research data through Inventory activities and tourism approaches. The informants in this research are key informants, while the informants in this research are the managers of the museum Kota Juang Bireuen. The technique for taking research informants uses the snowball technique (Snowball Sampling). Data collection techniques use observation, interviews and documentation. Data analysis uses data reduction, data display, and drawing conclusions. The research results show that the Museum Kota Juang has attractiveness as a cultural tourist attraction. This can be seen from various kinds of historical heritage objects. Accessibility conditions to the museum are very good and easy to find because it is equipped with signage or alleys to indicate the location. The museum kota Juang is close to the center of Bireuen City so that the area can be found with various supporting facilities such as restaurants, banks, ATMs, clinics, religious facilities, supermarkets, traditional markets. The museum Kota Juang, which is located close to the city of Bireuen, has various accommodations ranging from guesthouses, homestays and hotels as accommodation for visitors.

*Key words: Development, Tourism, Museum.*

### 1. INTRODUCTION

The Indonesian nation is a diverse nation that has cultural diversity spread from Sabang to Meuroke. Geographically, Indonesia is located in a strategic area so that cultural flow is free to enter Indonesian territory. Culture that enters Indonesia enriches and influences the local culture of the local area. One of the advances of Indonesian society is the many regional cultures spread throughout the country. These regional cultures are the identity of ethnic groups and the foundation of Indonesia's development at the international level. The development of national culture is based on the peaks of regional culture which have positive values for the advancement of national culture [1].

One area that has a wealth of cultural products is Aceh Province. Aceh is one of the provinces in the Republic of Indonesia. It is located right in the westernmost part of Indonesia. Geographically, Aceh Province is located between 2\*-6\*North Latitude and 95\*-98\*East Longitude. To the west it borders the Indonesian Ocean (Indian Ocean), to the west it borders the Indonesian Ocean (Indian Ocean), to the north and east the Malacca Strait, and to the south it borders North Sumatra

Province. Thus, judging from its geographical location, Aceh Province is the gateway to the westernmost part of the Republic of Indonesia because it directly faces neighbors such as India, Pakistan, Bangladesh, Sri Lanka, Malaysia and Singapore. In the past, Aceh was a very strategic area on the international trade route connecting India and China, as well as two cultural centers. As a link in the chain that unites Aceh in the development of its civilization and culture, it cannot be separated from the influence of foreign culture, especially the cultural elements of neighboring countries which have integrated into various aspects of Aceh's life. After Islam developed in Aceh in the 13th century, it also greatly influenced the civilization and culture of Acehnese people's lives with Islamic elements. The culture that grew and developed in Aceh after the arrival of Islam was in line with the teachings of the Islamic religion which was embraced, believed and practiced by all communities [2].

Museums are non-profit institutions that permanently participate in serving and assisting community development, open to the public, that take over, preserve, research, communicate and exhibit the tangible and intangible heritage of

humanity and the environment for the purposes of education, learning and enjoyment [3]. Based on Indonesian Government Regulation no. 19 of 1995, a museum is an institution, place, storage, care, security and utilization of material evidence of human culture as well as nature and the environment to support efforts to protect and preserve the nation's cultural wealth [4]. According to the International Council of Museums (ICOM), a museum is a permanent institution, which serves the interests of society and its progress, is open to the public, does not aim to make a profit, by collecting (collecting), maintaining (conservation), researching, exhibiting, and communicating real material objects of humans and their environment, for the purposes of study, education and recreation. Because of this, it can be used as material for study by academic circles, documentation of the characteristics of certain communities, or documentation and imaginative thinking in the future.

In line with this understanding, museums are vehicles that have a strategic role in strengthening community identity. Cultural experts view museums as part of social institutions and as educational media to provide an overview of the development of nature and human culture to the public. Museums as a communication medium have five delivery methods such as: exhibitions (both semi-permanent and temporary), events, educational activities, introductions and lectures, and publishing [5]. Meanwhile, in relation to the world of education, museums are institutions tasked with providing, equipping and developing the availability of scientific research objects for anyone who needs them. Apart from that, museums are also tasked with providing facilities for research activities for anyone, and carrying out research activities themselves and disseminating the results of the research for the development of general knowledge.

The Museum Kota Juang Bireuen is one of the cultural tourist attractions in Bireuen City. This museum is under the existence of the Kota Juang Bireuen Museum Foundation which is located at Jalan Hob Mubin No. 31, Gampong Baro Bireuen, built on a plot of land, covering an area of 600m<sup>2</sup>, which is in a location as the grave of H. Abubakar bin Ibrahim Salim Bey and his family, which consists of 2 main buildings, namely the Aceh Traditional Rumoh and a duplication of Meuligoe Bireuen which is located among the four graves of the extended family of Teungku H. Abu Bakar bin Ibrahim bin Salim Bey, a son born in Turkey, who lived his life with the Bireuen community as a whole, so that he was able to work to build the Bireuen civilization at that time together with his friends as the Bireuen Aceh community at that time.

The existence of the Museum Kota Juang Bireuen is intended as a means of collecting traces of figures who have worked for Bireuen, Aceh and Indonesia, equipped with paintings and historical records, starting from warriors, ulama, educators, cultural figures, entrepreneurs, artists, athletes and anyone else. which has brought together the benefit of the nation and state in its time. Collecting goods or equipment that support people's lives that were once used on a daily basis, which are now starting to be abandoned and should be preserved, so that they do not become extinct and forgotten. As a means of education, learning and research, both studying the history of the past and a place of study for the local community, a reference point for tourist attractions, as a historical site which is an alternative for exploring past civilizations. Various other positive purposes that support Bireuen's title as the City of Juang, with hope, this museum is a pioneer in preserving cultural heritage for future generations. The existence of the museum kota Juang Bireuen is very important considering that the museum not only has a function as a protector of cultural heritage objects, but also as a place for the formation of ideology, discipline and development of knowledge for the public.

However, based on the results of observations in the field, it was found: a lack of local knowledge about local wisdom values from the relics found in museums among the younger generation, a lack of interest in visiting museums, especially schools in making museums as educational centers, limited facilities and museum facilities as tourist attraction. Bearing in mind the importance of preserving and inheriting cultural values originating from historical heritage, the Museum Kota Juang was established with the aim of not only being a place to save objects that are thought to be cultural heritage, but also to introduce the richness of cultural heritage or objects that are considered historic. found in the museum area of Juang city to the wider community. In the development of a museum, it cannot be separated from the efforts of a person or group in managing and developing the museum. Even though it has faced many obstacles or challenges along the way, both in terms of the ups and downs of visitors, the existence of the museum still persists because it has its own advantages, namely as a place for recreation and as a place to gain knowledge.

One effort to inherit Acehnese culture is by analyzing the development of the museum Kota Juang as a tourist attraction so that it can be of high value. Development analysis is a motivation for tourists to travel due to the attractiveness of the arts and culture of a place or region [6], [7]. In general, the process of developing tourist

attractions takes place spontaneously and naturally without going through careful planning through several stages as stated by Foster and Greenwood, namely the discovery, local response and institutionalized stages [8].

The discovery stage is the stage of discovering a place that has the potential to become a tourist attraction which usually occurs by chance by people who have the character and penchant for adventure, such as explorers or nature lovers. They come to this place mostly to carry out leisure activities such as hunting, camping, or simply to express their love for the charm of the local natural beauty. The local response stage is the stage where local responses or initiatives emerge which is a continuation of the discovery stage. At this stage a tourist attraction begins to become known thanks to promotions carried out by its inventor, both directly and indirectly. In line with this, tourists (both domestic and foreign) began to come to visit this place. The arrival of these tourists provides stimulation for local residents to respond in order to gain benefits from the arrival of visitors. They then established various tourism facilities, but the existence of these facilities was generally inadequate both in quality and quantity because their emergence was spontaneous and self-supporting. The institutionalized or institutionalization stage is a continuation of the stage of emergence of local responses and initiatives. At this stage the number of tourist visits continues to increase so that the existence of tourism facilities is also increasingly improved in terms of quality, quantity and diversity so that they reach an established level. Likewise, the management of tourist attractions is starting to be organized in institutional settings. So at this stage the development of a tourist attraction really reaches optimal development [8].

The spontaneous and natural development of tourism attractions as described above often creates many difficulties in its arrangement, both physical and institutional, and often even has the potential for conflicts of interest. To understand tourism as a whole, tourism must be recognized as a multi-dimensional phenomenon which includes economic, socio-cultural, ecological, and so on. Therefore, tourism development must be carried out through an integrated approach involving various scientific fields (multi-disciplinary). This integrated approach is basically knowledge based and integrates several fields of knowledge as its foundation [9]. Based on the above, tourism development analysis is the first step in a plan to develop tourist attractions which is carried out through studies based on scientific principles which aim to understand the types and characteristics of potential tourist attractions more broadly and in depth through research. The aim of

this research is to analyze the development of tourism components at the Museum Kota Juang Bireuen, Aceh Province

## 2. METHODS

This research method uses a qualitative approach [10]. This research uses data sources through the following activities; 1) Inventory. At this stage there are two data required in the research, namely; a) primary data obtained through direct observation of site conditions (Museum Kota Juang), b) secondary data obtained through literature studies, journals and other sources. 2) Tourism approach. The tourism approach is carried out by reviewing the main elements of tourism and the attractiveness elements of tourist attractions at that location. The main elements of tourism include: (1) tourist attractions, (2) facilities, (3) infrastructure (4) transportation and (5) hotels [9]. Apart from that, this research also uses informants, namely key informants, the informants in this research are the managers of the museum Kota Juang. The technique for collecting informants in this research was the snowball sampling technique. Data collection techniques use observation, interviews and documentation, data analysis uses data reduction, data display, drawing conclusions.

## 3. RESULTS AND DISCUSSION

Tourism development is all coordinated activities and efforts to attract tourists, provide all infrastructure, goods and services, facilities needed to meet tourist needs. Tourism development can be defined as "an effort to complete or improve the facilities and services needed by the community". Tourism supporting components are tourism components that must be present in tourist destinations. The tourism components are 4A, namely Attraction, Amenities, Ancillary and Accessibility [11]. The components of tourism development that must be present are Attraction and Accommodation. Attraction, all the activities of the population along with the physical environment of the village which allows the integration of tourists as active participation such as: dance courses, languages, and other specific things [12]. Accommodation, homestay which is part of a resident's house or building built with the concept of a residence for residents. The components in tourism development also consist of 3A, namely Attraction, Activity and Accessibility [13]. The tourism development component consists of 6A, namely Attraction, Amenities, Ancillary, Activity, Accessibility and Available Package. In this research, the researcher carried out a theoretical synthesis so that the researcher outlined the 4 components of tourism

development at the museum Kota Juang Bireuen in terms of several aspects as follows;

### **Attraction**

Attractions are anything that can attract tourists to visit a tourist area. Attractions consist of what first makes tourists interested in visiting an area. Attractions can be based on natural resources in the form of natural physical characteristics and the beauty of the area itself. Apart from that, culture can also be an attraction to attract tourists, such as historical things, religion, people's way of life, government procedures, and community traditions both in the past and in the present. Almost every destination has special attractions that other destinations cannot have. The attractions in the Juang city museum are traditional Acehese houses, ancient ceramics, Miniature of the Rimba Raya Radio Monument, Miniature of the Radio Rimba Raya Monument, Miniature of the Krueng Pandjoe Struggle Monument, Miniatures of the names of fallen fighters, and Miniatures of the Juang City Monument, miniature Japanese holes and there are many other historical relics.

### **Accessibility**

Access includes the facilities and infrastructure needed by tourists to get to tourist destinations, so services such as vehicle rental and local transportation, routes or travel patterns must be available. Accessibility is the level of intensity that a tourist destination or destination can be reached by tourists. Accessible facilities such as roads, railways, toll roads, terminals, train stations and four-wheeled vehicles [11]. Access is how someone reaches their destination from their place of origin. Is access easy or difficult [13]. Based on the research results, it can be concluded that accessibility to the Museum Kota Juang is easy to reach because the museum is located in the center of Bireuen city, namely on Jalan Hob Mubin No. 31, Gampong Baro Bireuen, this museum was built on a plot of land, covering an area of 600m<sup>2</sup>. Access to tourist destinations can be done using four-wheeled vehicles or two-wheeled vehicles. The condition of the road to the Museum Kota Juang is considered good. Apart from that, the location of the museum Kota Juang is equipped with signage or an alley to indicate the location.

### **Amenities**

Amenities are various supporting facilities needed by tourists at tourist destinations. Amenities include various facilities to meet accommodation needs, provision of food and beverages, entertainment venues, retailing, and other services such as banks, hospitals, security and insurance [9]. Facilities and other services at the destination can consist of travel agencies,

restaurants, retail outlets for handicrafts, souvenirs, uniqueness, good security, banks, money changers, (tourist information office), hospitals, bars, beauty places. Each destination has different facilities, but to serve the basic needs of tourists visiting the destination, they are equipped according to the characteristics of the destination [11].

Based on research results, the museum kota Juang is close to Bireuen City, so this area is quite easy to find various supporting facilities such as restaurants, banks, ATMs, clinics, religious facilities, supermarkets, traditional markets and so on. The location of the Museum Kota Juang which is quite close to the main road (highway) makes it easier for visitors to find amenities. There are also small stalls and food stalls run by residents close to the museum.

### **Accommodation**

Accommodation can be interpreted as lodging. Commonly known accommodation is a hotel with various facilities inside. Based on research results, in the museum Kota Juang there are no accommodation facilities for visitors who come to the museum. However, because the museum is located in the Bireuen city area, it has various accommodations ranging from guesthouses, homestays and hotels for visitors. The existence of accommodation in Bireuen City as a supporting facility or tourist support facility also opens up opportunities for entrepreneurs or the surrounding community. Accommodation is divided into three types, including: a) Commercial Accommodation, namely accommodation that is built and operated solely to seek maximum profit. b) Semi-Commercial Accommodation, namely accommodation that is built and operated not solely for commercial purposes, but also for social purposes (underprivileged communities). c) Non-Commercial Accommodation, namely accommodation that is built and operated solely for non-commercial purposes, namely not seeking profit or solely for social purposes or free assistance, but specifically for certain groups/groups and also for certain purposes [9], [15]. Accommodation around Bireuen City is included in the commercial accommodation type because people build hotels to serve as accommodation. Opening accommodation can provide economic benefits and can become a sustainable business.

## **4. CONCLUSION**

The museum Kota Juang has appeal as a cultural tourist attraction. This can be seen from various kinds of historical heritage objects. In the museum area there are also traditional Acehese houses. On the museum grounds, various

miniatures can be found, such as the Miniature of the Rimba Raya Radio Monument, the Miniature of the Krueng Pandjoe Struggle Monument which includes the names of fighters who died fighting the Dutch, and the Miniature of the Juang City Monument, as well as a miniature Japanese hole. Accessibility conditions to the museum are very easy to find using two-wheeled or four-wheeled vehicles. The Museum Kota Juang is equipped with signage or alleys to indicate the location. The Museum Kota Juang is close to Bireuen City so this area is quite easy to find various supporting facilities such as restaurants, banks, ATMs, clinics, religious facilities, supermarkets, traditional markets. Around the city of Bireuen there are various accommodations ranging from guesthouses, homestays and hotels for visitors.

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