

ANALYSIS OF INCREASING THE IMPORTANT ROLE OF THE MEDAN STATE MUSEUM IN TOURISM ARCHITECTURE THROUGH A SURVEY BASIS

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Abstract

State Museum of Medan is an art and cultural museum located in the city of Medan, North Sumatra. The museum was originally established as a Memorial Room in 1971 and was transformed into a North Sumatra Provincial Museum in 1980. On June 1, 1982, the museum officially became the Field Negri Museum. In addition, the museum has an important role in the field of tourism as an educational tourist destination that attracts local and foreign tourists. As a museum of art and culture, the museum not only offers a collection of valuable art and artifacts, but also plays an important role in spreading the cultural heritage of the region to tourists. The Negri Museum of Medan is also an attractive educational center for local and foreign communities who want to deepen their knowledge of the region's history and culture. With this museum, tourists can experience and learn about the rich Malay and Batak art and culture as well as appreciate the uniqueness and beauty of traditional architecture.

Keywords: *museums, tourism architecture*

1. INTRODUCTION

Medan, as one of the largest cities in Sumatra, is a city that is developing rapidly due to the plantation capitalism economy. The area now called Medan was originally a simple village, but was transformed into a complex government and economic center during Dutch colonialism. With the arrival of capitalism in 1865, there was a wave of migration to this region, resulting in an increase in the population ratio consisting of various races and ethnicities. The area which is now called Medan City, previously consisted of several small villages, such as Medan Putri village, Pulo Brayan village, and Kesawan village. Kampung Medan Putri, the center of the original city of Medan, was a Malay village. Medan Putri Village is located between the Babura River and the Deli River, which is part of the XII Kuta Hamparan Perak area. It was from several small villages that the city of Medan began to develop. The population of the city of Medan during the Dutch colonial period was only 100 million people, and during its development during the colonial period, city infrastructure was built, such as government facilities, public facilities, the Belawan port was built as a support for the city's economy, and rail transportation facilities were also built to accelerate economic mobility. With the rapid development of Medan, Medan was made the Residency Capital of East Sumatra. Then in the following period, Medan was made a Gemeente (township).

The development of Medan into a city presents a unique picture. It developed not as a result of colonial government planning, like other cities in the Indies (J Nasution, 2018). The economic development, territory and population of the city of Medan, which is now recorded in population data in 2023, has reached 2,527,050 million people. Of course, this city has a rich history and diverse culture as well as a strong heritage in Malay and Batak culture. This history can be seen at the North Sumatra Provincial State Museum, which is an important place in understanding the history and culture of the city of Medan and North Sumatra in general. This museum is located on Jalan HM Joni Number 51, Medan, and has a rich collection of artifacts, historical objects, art and cultural relics that tell the long and diverse history of this area. Some of the collections that can be found at the North Sumatra Provincial State Museum include artifacts from various tribes in North Sumatra such as Batak, Mandailing, and Malay. The collection includes historical objects such as traditional clothing, traditional weapons, musical instruments, statues, paintings and more. Apart from that, this museum also stores various information regarding the development of history, geography, flora, fauna and the social life of the people of North Sumatra. Visitors can learn more about the origins, development and

evolution of culture and life in this area through the collections on display at the museum. The State Museum of North Sumatra Province is one of the important cultural tourism destinations in Medan, attracting good interest from local tourists and foreign countries who want to better understand the history, culture and rich heritage of North Sumatra.

1.1 Identification of problems

From the background that has been described, it can be seen that the problem formulation in this research is:

1. Visitor instability, namely the fluctuation in the level of tourist visits
2. Lack of service quality from the management towards tourists

1.2 Formulation of the problem

Based on the problem identification above, the problem can be formulated as follows: "How can a museum be able to provide an important role for the North Sumatra State Museum in the tourism sector so that it is stable in terms of tourist visits."

1.3 Objective

1. Creating interactive visitors so that tourists (visitors) do not get bored/saturated and are more interesting and increase tourist visits
2. Creating comfortable service quality, including:
systematics/sequence/story line applied in the presentation of techniques.

1.4 Benefit

For Writers:

1. Become more familiar with the benefits and functions of museums and the history of Medan
2. Can preserve the culture of North Sumatra for the community

For Society

1. Can understand more deeply the benefits and functions of museums
2. The information conveyed is enjoyable, through audio and visuals and supported by background music, which makes visitors more enjoyable.

2. LITERATURE REVIEW

2.1 History of Museums

The North Sumatra Provincial State Museum is located on Jln. HM Jhoni No. 51 Medan, this museum has a long history involving cultural development, historical heritage and artistic wealth in the North Sumatra region. The North Sumatra State Museum was founded on March 6 1982. The construction of this museum was the result of collaboration between the North Sumatra Provincial Government and the Ministry of Education and Culture of the Republic of Indonesia. The construction of the museum was carried out with the aim of preserving and exhibiting various historical, artistic and cultural relics that are part of the rich heritage of North Sumatra Province. This museum is a storage and exhibition place for valuable collections that tell the history and life of the people of North Sumatra. Since the founding of the North Sumatra Provincial State Museum, it has continued to develop its collection. This museum's collection consists of various artifacts, antique objects, traditional art, traditional clothing, traditional musical instruments, statues, paintings, and much more, which reflects the rich culture that exists in North Sumatra. Over time, the North Sumatra Provincial State Museum continues to strive to expand its collections, improve educational services, and introduce the richness of regional culture to the wider community. As an institution that plays a role in preserving and appreciating cultural heritage, this museum continues to maintain cultural values and becomes an important information center for current and future generations.

2.2 Museum Functions

Museums function as places to preserve cultural heritage, but also as a center of education and knowledge for the general public, students and researchers. Apart from that, this museum is one of the important cultural tourist destinations in Medan, attracting the interest of tourists who want to understand more deeply about the history and culture of North Sumatra.

2.3 Benefits of Museums

In the case of museums, the benefits can be summarized in the following terms, namely: Educational, Innovative, Recreational and Imaginative. All of these benefits are based on the fact that museums are a source of information for the visiting public.

1. Educative

The first benefit is felt to be quite dominant for someone who consciously visits a museum. By visiting a museum, someone will learn and increase their knowledge, especially with the objects collected in the museum.

2. Innovative

By visiting a museum someone will discover new ideas, thereby producing new works. A researcher will not be reluctant for people to go to a particular museum because the museum's collection attracts their attention

3. Recreational

By visiting museums, people can also relax, unwind and let go of the daily pressures that keep them busy.

4. Imaginative

This benefit has been proven by artists. For example, a painter can make part of a museum collection. By visiting a museum, an artist can do contemplation so that he can develop his imagination to produce works of art.

2.4 Maintenance

The maintenance and utilization of cultural heritage objects in museums is carried out through efforts to store, maintain, safeguard and utilize for preservation purposes in order to support national development.

2.5 Storage

Objects in museums are stored and obtained from discoveries, deposits or the results of other activities in accordance with the provisions of applicable laws and regulations. All objects in the museum stored in the museum are recorded in the museum's registration book and investment book. This benefit has been proven by artists. For example, a painter can make part of a museum collection. By visiting a museum, an artist can do contemplation so that he can develop his imagination to produce works of art.

2.6 Museum Tourism

Etymologically, the word "tourism" comes from two syllables. These syllables are "pari" and "wisata". Pari means many, many times, complete, going round and round, and Wisata means journey, traveling, which in this case is synonymous with the word "travel" in English. According to the International Council Of Museums (ICOM), adopted by the 22nd General Assembly in Vienna Austria: "A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education. In the sense that a museum is a non-profit and permanent institution in the service of society and its development, open to the public, which acquires, preserves, researches and displays the tangible and intangible heritage of humanity and the environment for educational purposes, learning and enjoyment.

From the explanation above, it can be concluded that in general museum visitors also have characteristics that tend to be different from tourists in general.

3. RESEARCH METHODS

3.1 Research sites

The research location is at the Medan State Museum or better known to residents, namely the North Sumatra Provincial State Museum located on Jalan HMJhoni No 51 Medan, West Teladan District, North Sumatra. This location was chosen because the Medan State Museum is a place of national cultural historical heritage, arts and crafts from various ethnic groups in North Sumatra.

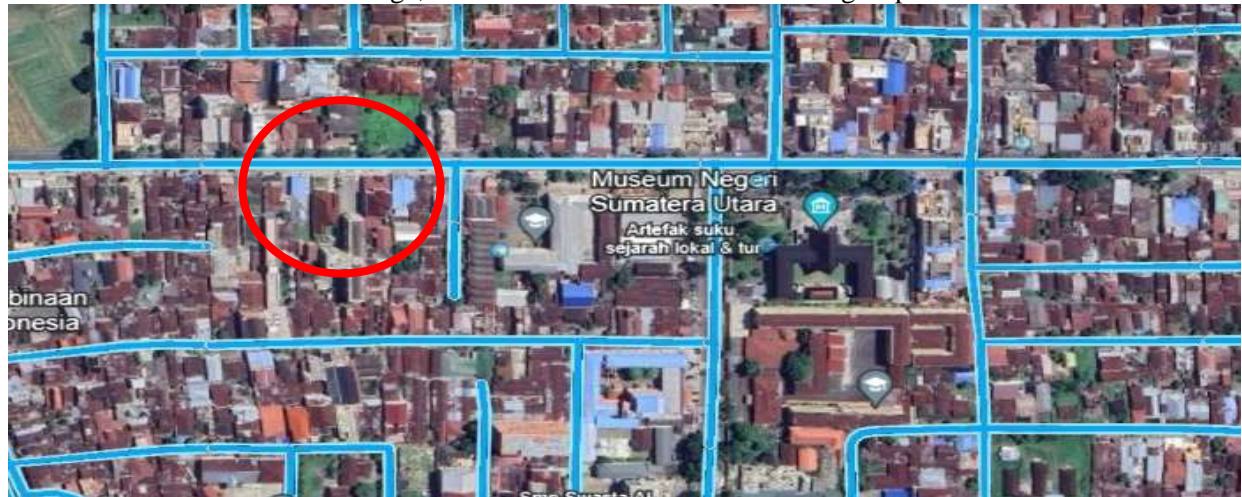


Figure 1 Museum location

3.2 Data collection technique

In the research, data collection was carried out by observation in the Medan State Museum area. Observations were carried out to determine the condition of the Medan State Museum directly. Apart from that, documentation was also carried out in the form of photos to support the results of field observations. Next, researchers carried out research methods again using qualitative methods, namely through journals and others aimed at understanding social phenomena through analyzing the contents of someone's journal. The results of the collection are then analyzed using inclusive museum components, from the synthesis results, to determine their suitability.

The components are:

1. Be open to criticism and suggestions from visitors
2. Involving visitor and community participation in its development
3. It is multidisciplinary in nature
4. Has a unique collection that leaves an impression on visitors
5. It can be implemented in public education, namely by having a study tour.

4. RESULTS AND DISCUSSION

The Medan State Museum is currently a significant tourism destination, attracting tourists with its rich history and culture. The tourism conditions at this museum are reflected in the attractiveness of its historical collections, including artifacts from the colonial era, traditional art, and other historical objects that provide in-depth insight into the history and culture of this area. Visitors can experience a distinctive historical atmosphere, making the Medan State Museum an attractive destination for those interested in local heritage. Even though it is a center of cultural wealth, the condition of the Medan State Museum is also faced with several challenges. One aspect that needs to be considered is the maintenance and maintenance of the collection. These valuable collections require careful maintenance to prevent damage and ensure the continuity of the museum's historical heritage. Apart from that, visitor experience is also a

key factor in efforts to improve the presentation of information, interactive technology and educational approaches can increase visitors' attractiveness and understanding of the cultural heritage on display. The following is the current condition of state museums which is very worrying:



Figure 1. Entrance gate
(source: Taken by the author)

It is explained in Figure 1 that the condition of the entrance gate is quite worrying, it is covered by snack outlets and there is a lack of maintenance both for the gate and the entrance gate.



Figure 2.1. Entrance gate post
(source: Taken by the author)



Figure 2.2. Road conditions inside the state museum

(Source: taken by the author)

In figure 2.1. It was explained that the condition of the guard post at the entrance gate was unkempt, not cleaned and very messy. In figure 2.1. explained the current condition of the road in front of the building which is also quite damaged.



Figure 3.1. parking area 2

(Source: taken by the author)

In figure 3.1. and 3.2. explained the condition of the parking area in the area next to the post at the entrance gate and next to the post at the exit gate, the Medan State Museum has parking that is not effective enough because in parking area 2 there are no parking signs and parking area 1 is supposed to be for motorbikes.



Figure 4.1. Counter place

(Source: taken by the author)



Figure 4.2 nameplate/placard
(Source: Taken by the author)

In Figure 4.1, there is a ticket window where you can buy entrance tickets to the museum. It's a shame that this remote place often makes visitors who are coming for the first time confused. Not only that, 1 of the windows at the ticket window is completely covered, only a small hole can be seen if you look closely. In picture 4.2, this photo is a photo of the nameplate from the state museum. You can really see that the letters and paint have faded and are starting to come off and the letters are no longer sticky on the wall.

Therefore, with this research, it is hoped that the Medan state museum will be able to face the current dynamics of tourism, and the parties concerned can plan strategies to increase its visibility and attractiveness. Such as integrating exhibitions that are responsive to current developments, collaborating with related parties, and increasing the museum's presence in local tourism initiatives with the hope of helping and increasing public visits and appreciation of this museum, while still paying attention to sustainability and utilizing modern technology, Medan State Museum can continue to develop as a keeper and transmitter of invaluable historical stories for the city of Medan.

Therefore, the potential that exists today is that it has a rich historical and cultural heritage. It is hoped that this potential can be utilized to attract the attention of local and international tourists. By presenting collections that cover various periods of history, art and culture. Museums can be engaging and inspiring centers of learning, enriching the experiences of tourists and local residents. However, museum development is also faced with a number of problems that need to be overcome. One of the main challenges is the financial aspect. Building and maintaining museums requires large investments, including procurement and maintenance of collections, maintenance of facilities, as well as educational programs and exhibitions. Continuous financial support is needed from the government, private institutions and the community to ensure the continued operation and development of this museum.

Apart from that, human resource management is also a key factor. A competent team is needed, including curators, educators and conservators, to manage and care for collections well. Community involvement in managing and supporting museums is also important so that museums can become an integral part of local community life. Collaboration between government, educational institutions and the private sector can strengthen management capacity and overcome these challenges.

In addition, protection and conservation of collections is a crucial aspect in museum development. As we know, Medan has a tropical climate which can affect the condition of the collection, so effective conservation measures are needed to keep historical objects well maintained. The implementation of modern technology in collection management and security is also an important part of this effort. By paying attention to these potentials and jointly addressing the problems that arise, the development of the Medan State Museum has the opportunity to make a significant contribution to the preservation and dissemination of cultural and historical heritage in the region as well as increasing the attractiveness of tourism and education.

Based on research findings that can be put forward to be of concern to museum managers, especially achieving performance goals for successful management of the important role of the Medan State Museum in Tourism architecture:

1. Increased Promotion and Marketing
 - Develop aggressive promotional strategies through social media, campaigns.
 - Establish partnerships with travel agents to include the Medan State Museum in city tours or cultural tours to increase the museum's visibility among tourists
2. Development of Educational Programs and Tours
 - Expand educational programs and interactive and informative tours, including guided tours, and other activities of interest to tourists
 - Organizing programs for schools and local community groups to increase understanding of the cultural and historical heritage of the city of Medan
3. Exhibition and Collection Development

- Carrying out regular updates to exhibitions/collections to display more artifacts, art and historical objects that attract tourist interest
4. Improved Facilities and Services
- Updating museum facilities and infrastructure, including exhibition spaces, interactive areas, and supporting facilities such as cafes, souvenir shops, comfortable resting places for visitors
 - Providing high-quality guide services in various languages to guide tourists and provide appropriate information about the museum's collections.

5. CONCLUSION

The Medan State Museum needs to develop this museum with the aim of attracting people to come to visit by improving other alternative facilities and infrastructure. There is a significant increase in the use of space in the museum. As well as public spaces that are better organized for those who are visitors or listeners of events or general information in the museum which has an important role as a means of development for the community in expanding their visibility of the building and making the museum a special attraction for the public. traveler. Museums are the most important part of art and culture which serve as a guiding space for the past and present for tourists to create space for reflection and dialogue regarding the period of life that was created as a whole, the role of cultural meaning in its buildings.

6. SUGGESTION

1. Improved Interactivity:
Integration of technology or interactive elements in exhibitions to increase visitor engagement.
2. Education Program:
Development of educational programs and tours to broaden visitors' understanding of the collection.
3. Accessibility:
Ensure buildings and exhibitions can be easily accessed by various groups of people, including people with disabilities.
4. Collaboration with the Community:
Build partnerships with local communities to understand their needs and interests.
5. Design Innovation:
Implement innovative design to create unique and engaging experiences
6. Maintenance and Security:
Ensure high standards in collection maintenance and building security.

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