

The Development of a Cultural Tourism in Batik Museum of Yogyakarta by a SWOT Analysis

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Abstract: Yogyakarta Special Region was one of provinces that still preserve customs and has big roles towards a cultural inheritance preservation. A museum as a place that reserve cultural inheritance items collection can be one of interesting tourism objects that can be visited amidst the magnitude of natural tourism that is always crowded to be enjoyed. Batik Museum of Yogyakarta could be developed becomes an interesting cultural tourism attractiveness to be visited as the only museum that collect a cultural inheritance in form of batik, Batik Museum of Yogyakarta should be a cultural tourism icon in Yogyakarta. It was undeniable that there was still a big gap of tourism visit between natural tourism and cultural tourism due to tourism destination quality that was not evenly distributed. This research attempted to explore a concept in a cultural tourism-based destination development in Batik Museum of Yogyakarta is examined by a SWOT approach. The research results could be concluded that strategy of Batik Museum of Yogyakarta cultural tourism object development among others build attraction, accessibility, amenities, ancillary and also involve community in a tourism management.

1 INTRODUCTION

Museum is one of cultural attraction, any artefacts and other collections there can attract people so that it can be tourism destination as well. In the development of museum, it was a special place to store nobility's stuff as the proof of greatness so that people can see and admit it. At that time, museum is more like a temple that can only be visited with a few and limited people. In subsequent, development of museum became more open, even for the public. At the present time, museum can be understood as a place to store, maintenance, and utilization of stuff as the material proofs of human's culture as well as their environment to support the protection and preservation of our nation's cultures (Government Regulation No 19/1995 on Museum). Citizen in developed country have had proper awareness and understanding on the important of museums, therefore museums there are well-managed by the professionals (Hadi, 2001:36). In Indonesia, the awareness of people toward museum is still low. The existence of such museums in Indonesia have not increase people's awareness on the importance of museum, it is not surprising that until now museums in Indonesia have not had significant role as the

medium of cultural education. Whereas, museums have an important role as the preserver of cultural values, so that it is our responsibility to preserve the existence of museums with cultural heritages, since the existence of museum and its collections will be very beneficial for the generation today and in the future. Through museum, people can understand and develop nation's history.

Yogyakarta Batik Museum is a private museum and it was established by HadiNugroho and his wife, DewiSukaningsih, supported by their relatives. Hadi feels anxious with the changes of batik, in 1960s especially when the printing technique for textile industry was born that can reduce the values and arts of batik drawing. The museum was officially unveiled by Office of Culture and Tourism in 1979, Yogyakarta Batik Museum got the registration number of 09/I.13.XVI/II.2/01 in 2001. The deed of museum was recorded 22 and issued in 1977 and refurbished in 2014.



Figure 1: Yogyakarta batik museum.

Figure 1 shows the front view of Yogyakarta Batik Museum. Even though there are renovations for the building, yet there is no significant changes besides the color of the building is repainted every two year.

Since it was established, Yogyakarta Batik Museum have vision and mission to preserve the technique and other knowledge about batik, also documented batik motives. The museum is open for public as a place to provide services and consultation toward society pertaining to batik. The museum also opened for any partnership as long as it is aimed to preserve batik. By the UNESCO decision on the enactment of batik as world cultural heritage in 2001 and the appointment of Yogyakarta as the City of Batik by WCC in 2014, Yogyakarta Batik Museum fully support efforts to preserve the authentic batik arts.

It is very easy to reach the museum. Yogyakarta Batik Museum is located in the middle of settlements along the DrSutomo Street, Danurejan, Yogyakarta City. It takes only 5 minutes from Lempuyangan Station by motorcycle. The atmosphere along the way is very interesting, since there are plenty of places to eat and rest, start from restaurants and hotels with cheap prices. However, the means and infrastructure is still not enough to support the development of tourism destination at this museum. The old building of museum makes it seems not interesting to be visited.

We need to encourage community's awareness for the development of Yogyakarta Batik Museum. They suppose to aware, responsible, and actively involve to the efforts regarding to achieve the goal of tourism development by mobilizing attitudes and behavior as the host through the value of patriotism and concern on their ancestors' cultural heritage. Indeed, it needs partnership between museum management, Office of Culture and Tourism, and community around the museum so that tourists will feel more comfortable and it can also increase the number of tourists, efforts

in museum's development will be effective if it can be done collectively.

From the physical aspects, Yogyakarta Batik Museum categorized as non-natural resources destination with cultural potential which is batik. According to Law No 10/2009, tourism attraction is "anything that posses uniqueness, beauty, and value in the form of natural diversity, culture, and the result of man-made with the objective to be visited by tourists." Tourism attraction is something that has appeal to seen and enjoyed that have feasibility for market interest.

The legislation also stipulates that at least there are four elements of tourism product or destination: attraction, accessibility, amenities, and ancillary or commonly known as 4A Tourism. Development of tourism destinations at the level of the land site at least take into account to those four key points.

The problem faced by Yogyakarta Batik Museum is a classic problem that actually also faced by most of museums in Indonesia. Private museum tend to be passive in regards to its development since they cannot utilize government's budget which is limited to the responsibility of maintenance and storage of cultural and nation's identity collections. Therefore, there is impression from visitors that the museum looks boring and it also answer the question why museum always seemed empty.

Yogyakarta Batik Museum has documented the history of batik which is the original culture of Indonesia. As the one and only museum of batik in Indonesia, it can be very potential. However, the appeal has not been managed optimally as a result people are not attracted to visit the museum. The strategic role of Yogyakarta Batik Museum as a cultural tourism destination should be realized by the government, museum's managers, and citizen. To uphold the role of Yogyakarta Batik Museum as the cultural destination, there are some efforts to develop strategic plans that can uphold the sustainability of tourism in Yogyakarta itself.

According to aforementioned problems, this paper tries to explore formulation of ideas or concepts in the development of cultural tourist destinations based on Yogyakarta Batik Museum, studied with SWOT (strengths, weaknesses, opportunities, and threats) analysis.

2 RESEARCH METHODS

The type of research used in this research is descriptive qualitative with SWOT analysis chosen to collect the data and discuss the concept of Yogyakarta

Batik Museum’s development as one of the point of attraction in Yogyakarta. Besides of that, this kind of research used to get broaden descriptive image toward researched phenomenon (Moleong, 1995). Since this research is deemed able to explore more the meaning of the phenomenon in more depth (Creswell, 1994). The phenomenon in question regarding to the potential Yogyakarta Batik Museum as acultural tourist attraction, thereby obtained a good result for the development of the museum. The primary data was obtained through observation, interviews, and documentation done by the Office of Tourism, Museum Management and Visitors. While the secondary data was obtained from Central Statistics Bureau (BPS), Museum Management, and Library. Creswell (2003) places the data-collecting procedures in Qualitative Research into four categories: observations, interviews, documents, and review of documents. It provides a concise table of the four methods, the options within each type, the advantages of each type, and the limitations of each. So the data collection in this research are interviews, observations, documents and review of documents. Therefore, to determine the development strategy we did SWOT analysis with three informants from (1) Office of Culture and Tourism of Yogyakarta City; (2) Yogyakarta Batik Museum Management; (3) Visitors of Yogyakarta Batik Museum.

The technique of analysis in this study could be done through procedures or several stages as follow:

- Data reduction; reduction means as the process of choosing, determining the attention or simplifying, abstraction and basic information gathered from the field. Data reduction was conducted regularly during the study and it was still conducted after the field study. Besides of that, this technique is a kind of analysis which sharpening, grouping, steering, dumping, and organizing the data so we can make a conclusion,
- Data serving; data serving is a process where we compile groups of information into one matrix or configuration that can easily understand. The serving of data can be narrative, matrix, graphic, or some parts of of information that has been organized and achieved the valid qualitative analysis,
- Conclusion; after gathering the data and find out what is the essence of it we should provide conclusion, argument, comparison between data and find the causality between one component and the others to be conclude.

The form of data model end to be narrative by using SWOT matrix. SWOT matrix is a tool to compile strategy for tourism destination development. This matrix can figure out the opportunities and threats clearly so that the strategy can be contextualize with the strengths and weaknesses of the tourism sector. By using this matrix we can also determine the right development policy. This matrix can provide four alternative strategies, we can see it in the table 1 below:

Tabel 1: Matriks SWOT.

	Strengths (S)	Weaknesses (W)
Opportunities (O)	SO Strategy	WO Strategy
Threats (T)	ST Strategy	WT Strategy

Source: Freddy Rangkuti, 2004.

According to the table it can be said that SO utilize all of the strengths by looking at the opportunities, WO utilize weaknesses and look at the opportunities, ST is the process of utilizing strengths and threats, meanwhile WT is the process of utilizing weaknesses by looking at the threats.

3 RESULTS AND DISCUSSION

3.1 Attraction

Based on our observation and interview result, the attraction of Yogyakarta Museum is in the uniqueness of batik from time to time that can be found in this museum, besides Yogyakarta Batik Museum also has the oldest collection and there is workshop for anyone who want to learn how to draw a batik.



Figure 2: Batik workshop with students of happy bear kindergarten, Yogyakarta.

Figure 2 shows the activity in the museum where students from Happy Bear Kindergarten joint the workshop on batik. During the workshop, the management also tell them the history, functions, and benefits of batik by assuming it can arose student's love toward batik as original cultural heritage of Indonesia.

3.2 Accesibility

Based on the observation and interview, the location of museum which near with settlements and the street ease people to find the museum. It is very strategic since the museum also has positive ambience and not too far with Yogyakarta City's central. It only takes 5 minutes from Malioboro. Therefore, Yogyakarta Batik Museum is one of destinations that must be visited by tourists. In the Figure 3 below, we can see how strategic the museum.



Figure 3: Condition of Sutomo Street, around Yogyakarta batik museum in the day.

3.3 Amenities

The observation and interview shows that Yogyakarta Batik Museum have proper facility such as hotel, which is named after the museum, Hotel Museum Batik Yogyakarta. The hotel has a thick cultural overtone, especially batik. This makes the hotel interesting to visit.

The specialty of museum's hotel is not over yet. There are many features and facilities of this museum. Hotel Museum Batik can be an option when we visit Yogyakarta since it is also located near with tourism destinations. In addition, there are lot of facilities in the hotel, including lobby convenient to take a break or chatting with family. Around the lobby, there is drug store for visitors to buy any related gifts to batik.



Figure 4: Hotel's lobby.

For visitors who come for business agenda, Hotel Batik Museum also can be alternative to conduct meeting. It is because the hotel provides four meeting room with AC, LCD screen, white board, sound system, and other equipment.

For the room, this hotel has large size room. This can make visitors enjoy their staying. There are also four rooms for group size with facility in each room such as wardrobe, TV, split AC, bathroom with shower, and a beautiful park.

It is very easy to find hotel's location since it is near with the museum. The access toward this location can be reach by riding motorcycle or car. Besides there is a large parking area. Hotel Batik Museum can be an option whenever you visit Yogyakarta.

3.4 Ancillary Service

It is safe for us to say that the destination is lack of ancillary services. ATM for instance, there is no such of thing around the location so people face difficulty whenever they want to purchase souvenirs. On the other hand, in regards to the promotion of museum, cooperation of museum management and Office of Cultural and Tourism of Yogyakarta City is already good enough. Visit Museum program from the office increase the number of museum's visitors every month. However, there is a need to balancing the facility and infrastructure of the museum. Yet, museum management is lack of partnership with other private sectors, such as tour and travel agency to get more attention from them. Therefore, there is lack of promotion outside Museum Visit by the government office.

From those four tourism product elements, we can create SWOT matrix based on the observation and interview, therefore we know what are the strengths, weaknesses, opportunities, and threats faced by Yogyakarta Batik Museum. The strengths of this museum is on the object of the museum itself, such as: uniqueness and variety of batik from time to time, the oldest batik collection, and batik workshop. Those

can be attractions that can get more attention from tourists who wants to know more about our ancestor’s heritage.

The location of museum that near with settlements and highway makes people easy to find it. It is very strategic since the museum also has positive ambience and not too far with Yogyakarta City’s central. It only takes 5 minutes from Malioboro. Therefore, Yogyakarta Batik Museum is one of destinations that must be visited by tourists. In the Figure 3 below, we can see how strategic the museum.

The museum also has weaknesses that must be considered. The weaknesses can be tool to evaluate the development process of museum and destinations. Yogyakarta Batik Museum is lack of proper public facilities such as canteen and worship place. It makes the visitors feel uncomfortable. This lack of public facilities force visitors to go to other places to eat and worship.

Limited access such as public transportation to the museum makes it is a little inaccessible. Perhaps it is also the cause why the number of visitors is still low. Again, the museum is lack of professional staffs in regards to management of the museum and it makes the museum seems not interesting. Today, the management of museum is handled by family and relatives of Mr. Hadi and there is no such cooperation with government office to manage the museum. Based on writers’ experience, they do not perform well in terms of managing the museum, it clearly implies from the limited facilities there.

The limited attractions also make Yogyakarta Batik Museum cannot compete with other destinations. People will come and go after they see the collections, most of them do not have any desire to visit the museum again in a short time. That becomes the obstacle for museum management, as the visitors only visit the museum for the short time there is no money circulation there. However, the existence of museum still has no significant role for the increasing awareness of community on the functions and benefits of the museum. The community does not help much to promote and propose new programs to develop the museum. Furthermore, the opportunities of museum such as the capability of region to be utilized and developed in the future. This opportunity aimed to encourage tourism destinations within region. For Yogyakarta Batik Museum, the opportunity is its location in which placed in a strategic location if seen from the environmental supports and functions. However, if Yogyakarta Batik Museum is placed in a strategic

location, it should be included in the development plan of region.

Partnership and cooperation between museum management and government office which is Museum Visit program in Yogyakarta is a very good thing to increase the number of visitors. Besides of that, the utilization of IT to deliver any information pertaining to the museum such as social media (Instagram and Facebook), website, and video marketing are things to be considered to improve index of visitors.

From opportunities, therefore threats appeared, external threats can be harmful for the development of Yogyakarta Batik Museum. Those kind of threats are competition between other museums, development of other museums, and competition between other tourism destinations in Yogyakarta such as Taman Sari, Keraton Palace. To compete with those other destinations, Batik Museum should conduct innovations to attract more visitors in which it needs hard work of the museum management, therefore they need more professional resources.

Lack of interest of the younger generation to learn the history of nation, especially batik can be a threat on the disappearing of our ancestor’s cultural heritages. Youth’s awareness to preserve cultures is a one important thing so there would be exchange of information among them.

By using SWOT analysis, the development of Yogyakarta Batik Museum can be seen as follow:

Table 2: Strength.

No.	(Strength-S)
1.	Variety and uniqueness of batik collections
2.	The oldest batik collection
3.	Workshop for everyone
4.	Strategic location

Those strengths could encourage the development of Yogyakarta Batik Museum.

Table 3: Weaknesses.

No.	(Weaknesses-W)
1.	Lack of proper public facilities
2.	No canteen and worship place
3.	Limited access for public transportation
4.	Lack of professional resources
5.	Lack of attractions that cause visitors only spend a shorttime in the museum
6.	There is no awareness from community

To deal with the weaknesses, we need more cooperation between museum management and local government to discuss the strategy to develop museum by involving community.

Table 4: Opportunities.

No.	(Opportunities-O)
1.	Museum Visit program by Office of Culture and Tourism for students in Yogyakarta City
2.	Utilization of IT to deliver any information regarding to the museum

Table 5: Threats.

No.	(Threats-T)
1.	More developed museum destinations inside Yogyakarta City
2.	More interesting destination such as Taman Sari and Keraton Palace as the alternatives for tourists
3.	Lack of interest among youth generation

In accordance with the strengths, weaknesses, opportunities, and threats from the SWOT analysis, museum management may perform some strategies which are SO strategy (using strengths to maximize the opportunities), WO strategy (minimize the weaknesses to maximize the opportunities), ST strategy (looking at the strengths to prevent threats), and WT strategy (minimize the weaknesses to avoid the threats).

3.4.1 Strengths and Opportunities Strategy (SO)

The main idea of SO strategy is optimizing the strengths to utilize the opportunities, the alternatives of this strategy are build and renovate museum's means and infrastructure. Every destination visited by the tourists, there must be proper infrastructures besides the attractions of destination itself. Tourism infrastructures can affect the increasing number of visitors. It will be very memorable if the visitors feel they need can be accommodated during the visit, as a result they may think to come back to visit again in the future. Therefore, there must be development and establishment of infrastructure within destination such as worship place, gazebo, renovate the building and toilet. Furthermore, what we need to do is maintaining the condition and infrastructures so that it can last long.

Develop attractions, a good attraction shall increase the visits, hold visitors, and give satisfaction to the visitors. Besides batik workshop, Batik Museum might create some kind of batik fashion show, batik carnival, or other arts perform in cooperation with government office and private sectors. Establish and organize travel accessibility, accessibility can ease tourists to visit the destinations. The management of Yogyakarta Batik Museum can cooperate with pedicab drivers around the museum to tell and drop tourists. Another alternative is by having

direction board to the museum. So that people can see where should they go if they want to visit the museum. Since accessibility is the most important thing to support travel development. With better infrastructure tourists will feel more comfortable without worrying that they might get lost in the city.

3.4.2 Weaknesses and Opportunities Strategy (WO)

The aim of this strategy is to minimize the weaknesses by utilizing opportunities. Some alternatives that may be taken are:

- Improving promotion and innovative development program to attract more visitors so the Batik Museum will be ready to face competitions among travel destinations in the city. Promotion is a strategy from the management to introduce their product to people. Strategy to improve promotion is aimed to utilize the opportunities to minimize the weaknesses. One of promotion strategy that can be taken with management is join in tourism events held by local government. The other way is promoting the museum through electronic media, newspaper, banner, and brochure.
- Coordination with private sector to invest to the museum. This strategy aimed to support sustainable development of the museum, so the management can build proper infrastructures, accommodations, and other attractions or professional suggestions. Therefore, coordination with local government to attract investors must be conducted. We can establish a new cooperation scheme based on agreement to improve capability in certain business sector.
- Empowering and socialization to improve community's awareness on the importance of Tourism Awareness society. Tourism Awareness society is a community that aware and responsible to their involvement on achieving development goals by mobilizing their attitudes and behavior as a tourism host.

3.4.3 Strength and Threats Strategy (ST)

ST Strategy is a strategy that uses strength to overcome threats, including:

- The optimization the natural potential and uniqueness of museums by maintaining museums continuously to face competition among tourist objects.
- The development and construction of the Museum by exercising strict control over the

implementation of elements of tourism actors that are inconsistent with the attitude and actions of tourism actors that can threaten the damage of tourist attraction.

3.4.4 Weaknesses and Threats Strategy (WT)

WT strategy is a way to minimize the weaknesses and avoid the threats, it can be achieved by:

- Improving the quality of professional workers and maintenance of a sustainable attractions, therefore reduce possibility of damaging the collections due to lack of proper development.
- Conduct surveillance and maintenance of existing facilities in the destinations.

4 CONCLUSIONS

According to this study we can conclude that strategies to improve development of Yogyakarta Batik Museum are improving existing facilities such as toilet and improve the accessibility of public transportation to reach the museum, create more attractions and promote the destination in a more innovative way, develop travel products, as well as involving community to the management of the museum. If the strengths and opportunities can be improved, the weaknesses can be minimized, and the threats can be avoided supported by the implementation of a right development strategy, therefore Yogyakarta Batik Museum will able to compete with other travel destinations in Yogyakarta City or even in the province.

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