

A CASE STUDY ON THE STRATEGY OF DEVELOPING THE ATTRACTION OF '4A' AS A CULTURAL TOURISM AT THE CENTER FOR NATIONAL ARCHIVES STUDIES JAKARTA

Gracia Pratama Wijaya^{1*}, Vishnuvardhana S. Soeprapto²

^{1,2} Hospitality and Tourism Study Program, Bunda Mulia University, Indonesia

*Corresponding Author:

kagamigracia@gmail.com

Abstract

The National Archives Building is a symbol of Jakarta's history. The National Archives building was once used as an orphanage and church. As the name suggests, the National Archives Building previously functioned as a document warehouse. The function of the National Archives Building began around the 1800s during the Dutch East Indies government. The original name of the National Archives Building was Villa Molenvliet. To find out, the Archives Study Center for the first President of the Republic of Indonesia, Ir. Soekarno, consists of 4 halls, namely: Hall 1 Aku Indonesia, this hall tells the story of Sukarno from birth to death. Hall 2 Jalan Politics This hall depicts Sukarno as a political giant. Hall 3 Cultural Patrons This hall explains that apart from being an accomplished politician, Sukarno also loved beauty. Hall 4 Welfare and Democracy This hall tells the story of one of Sukarno's leaderships, which was to improve the welfare of the people, which was done by nationalizing the nation's assets. This research uses descriptive qualitative field research methods. The research results show that regarding attractiveness, it can be seen that the National Archives Study Center is still lacking in facilities and accessibility. By adding several existing deficiencies to meet visitor needs.

Keywords: Development Strategy, Attractions, Museums, Accessibility, Amenities, Ansilari

1. Introduction

Basically, museums are a means of developing human culture and civilization. In the field of tourism, museums play an important role as tourist attractions that attract tourists to come to a destination area, both an area and a city. On the other hand, the existence of museums as tourist attractions is a boring perception for some tourists, museum attractions are still synonymous with the past, quiet, scary, and others, and are not in demand by tourists. tourist. Factors that can influence whether visitors have prestige or museums are still far from being mentioned worthy of being a favorite tourist attraction of tourists. Judging from the history and collection of artifacts, this is actually a museum Compared to other tourist attractions, this place has quality educational and historical tourism products. However, the outdated and unattractive image of the museum makes tourists reluctant to visit (Saeroji, 2022).

In the context of museums at the international level, the main concept for public museums is that all provincial capitals are able to reflect the general philosophy of museums as suggested by the formulation of the International Council of Museums (ICOM). At the level of direction and purpose of the state, it is known that this museum was established with a very clear purpose, namely as a means of education and culture, an inspiring and creative order to support the government's efforts to enlighten the life of the nation and continue the national culture. Therefore, the world of Indonesian museums

has the basis of its policies, namely Pancasila, the 1945 Constitution, and the outlines of the state direction (pre-reform). Therefore, the Indonesian museum world is actually determined to establish three main pillars of the policy in the context of museum operational activities, namely: educating the public, educating the country's society, national resilience and Indonesian insight. It becomes clear that the existence of museums is not just a complementary institution of the Indonesian state, it seems to be very cultured but based on Pancasila which respects each other for the progress of its society (Asmara, 2019).

Far from that, even by working in museums, people will understand and appreciate:

- 1) History is continuity: History means continuity
- 2) Museums are not just historical recorders and care about the evidence, but also the profession.

Understanding the most human meaning; present in every room Basically, it has carved history, both at the macro and micro aggregate level. Professionals in the field of museums are Smart and sensitive to philosophical ideas, even predictive. He is full of futurism (Matitaputy, 2007).

The National Archives Building is one of the historical symbols of Jakarta. The National Archives Building was once used as an orphanage and church. As the name implies, the National Archives Building used to function as a document warehouse. The function of the National Archives Building began around the 1800s during the Dutch East Indies government. The original name of the National Archives Building was Villa Molenvliet. In 1760, Villa Molenvliet was founded by Reinier de Klerk, the governor-general of the Dutch East Indies. Villa Molenvliet is located outside the Batavia fortress, which is now known as the Old Town. Reinier de Klerk lived there, although it was unusual. Molenvliet at this time is called the Gajah Mada road (Josephus Primus, 2022). A fund was raised by the Indonesian Prize Foundation to repair it and turn it into a museum. The restoration was completed in early 1998. This building is now used as the Center for Static Archives Studies of the Presidential National Archives of the Republic of Indonesia. The National Archives Building can also be rented out for various events, such as wedding receptions, and was once used for filming movies in and out of its spacious courtyard. Megawati Soekarnoputri, the fifth President of the Republic of Indonesia and Chairman of the Steering Board of the Pancasila Ideology Development Agency (BPIP), inaugurated and signed the inscription of the Center for Presidential Static Archive Studies (Henry, 2023). One of ANRI's missions is to provide access to archives to the public for the benefit of government, development, research, and science. The welfare of the people is adjusted to the regulations of the Constitution and archival rules. To find out, the Center for Archive Studies of the first President of the Republic of Indonesia, Ir. Soekarno, consists of 4 halls, namely:

- 1) Hall 1 Aku Indonesia: This hall tells the story of Sukarno from birth to death. Some of the sub-themes displayed in this hall: Biography, Forging Himself, Sukarno without Peci, Sukarno from Time to Time, Texts of Love and Appreciation, Memorabilia, Family Intimacy and Passing Home.
- 2) Hall 2 of Political Street: This hall depicts Sukarno as a political giant. Guardians of the harmonization of nationalism, religion and marhaenism, the idea of Pancasila as the basis of the state that is able to maintain the spirit of diversity.
- 3) Hall 3 of the Cultural Patron: this hall explains that Sukarno was not only an accomplished politician, but also liked beauty. This aesthetic spirit is what provides a way of harmonization in building the nation.

- 4) Hall 4 Welfare and People's Affairs: This hall tells the story of one of Sukarno's leaderships, which is to prosper the people, including by nationalizing the nation's assets.

The development of government and private tourism has encouraged tourists to come from one region to another. Tourists will encourage social relations with residents on more tourist areas and encourage the response of surrounding residents according to their ability to adapt economically, socially, and culturally (Lestari, A. D. I., Santika, I., Tarisa, W., & Panorama, M).

Tourists often go to museums because they have a large historical collection. Museum collections can be considered cultural heritage objects that have high cultural value and can be a valuable means of education about history because they show people's lives in the past (Saeroji, 2022). Museums play an important role as tourist attractions that can attract visitors to destinations, both regional and urban. Museums, on the other hand, are considered a boring tourist attraction for some tourists. They believe that museum attractions remain ancient, lonely, scary, and other things, so they are less in demand by tourists. Unworthy museums or prestigious tourists can influence tourist choices (Saeroji, 2022).

2. Theoretical Background

2.1 Tourism

Individuals are called tourists when they voluntarily leave their daily environment to visit different places, regardless of distance (Camilleri, 2018). Tourists do various activities while visiting other places, and these activities are referred to as tourism. In 1963, the United Nations Conference on International Travel and Tourism established the term 'visitor' for individuals visiting other countries, distinguishing between tourists who stay at least 24 hours and temporary visitors who stay less than 24 hours. In 1976, the definition of tourism was expanded to include the short-term temporary movement of people to places outside of their place of residence and work (Camilleri, 2018).

In 1981, tourism was defined as an activity that is carried out voluntarily outside the home environment. In 1991, the United Nations World Tourism Organization stated that tourism includes the activities of people traveling and staying in places outside their usual environment for no more than one year for recreation, business, or other purposes. Tourism is differentiated into domestic and international, where domestic travel is carried out within national boundaries and has an impact on the country's balance of payments (Camilleri, 2018b).

Travelers can be differentiated into two types: those traveling for business and those traveling for personal purposes, such as visiting friends and relatives, study, pilgrimage, sports, or health (Prastiani & Pratiwi, 2020). Business travelers have limited freedom in choosing their destinations and travel times, often arranged for short periods of time and for short periods. On the other hand, leisure travel is more elastic to price, with lower prices increasing the overall number of tourists (Hall, 2008).

Budget travelers tend to look for affordable vacations and may be willing to postpone trips or book well in advance to reduce costs (Russo in Sa'ban, Ilwan, & Rosita, 2023). Rising incomes in developing countries reduce price elasticity for many travelers, attracting them for long-distance travel and special vacations (UNWTO, 2017). Law Number 10 of 2009 defines tourism as everything related to travel and the services or facilities that support it. This concept highlights the importance of the services provided by the hospitality industry in supporting tourism.

2.2 Museum

A museum is a permanent institution established by various parties for educational and research purposes, not only for recreation or entertainment (Directorate of Museums, 2007). According to the Great Dictionary of the Indonesian Language (KBBI), a museum is a building that functions as a storage and exhibition of valuable objects such as historical artifacts, works of art, and knowledge. Based on Government Regulation Number 66 of 2015, museums aim to protect, develop, utilize, and communicate their collections to the public.

Museums can be established by governments, local governments, individuals, or community groups, provided that they have a clear vision and mission, relevant collections, adequate locations, competent human resources, stable funding, and appropriate names. Government museums are obliged to carry out their assigned duties and functions, responsible to the Ministry of Education and Culture through the Directorate General of Culture.

Museums have the task of reviewing collections, providing education, and providing pleasure to the public. Assessment involves analyzing and researching collections, while education utilizes collections for teaching and learning activities. The museum also strives to present a pleasant experience for visitors through the service and presentation of interesting collections.

The functions of museums include protecting collections from damage, developing and utilizing collections for the benefit of the community, and communicating the value and importance of collections to the public. Museum collections, as defined in Government Regulation Number 66 of 2015, include cultural heritage objects, cultural heritage buildings, cultural heritage structures, and/or non-cultural heritage objects that have important value for history, science, education, religion, culture, technology, and/or tourism.

Museums are divided into general and special museums. Public museums have collections from different branches of art, history, disciplines, and technology, while specialized museums focus on one specific aspect. National, provincial, and local museums are differentiated based on their position, and government museums and private museums are differentiated based on their organization. Even though there are private museums, the supervision is still carried out by the Directorate of Museums to ensure adequate standards of management and maintenance of collections (Yogaswara, 2004).

2.3 Tourism Development

Tourism in Indonesia has bright prospects thanks to its natural wealth, strategic location, fertile land, captivating scenery, and biodiversity. The development of this sector aims to improve the standard of living and welfare of the community, as well as meet their basic needs. Tourism plays a role as a driver of sustainable economic development and can advance other sectors. Government policies on tourism aim to maximize its contribution to the national economy, including balance of payments, job creation, income distribution, social welfare, and fiscal revenues.

Tourism development requires an integrated approach involving economic, social, and cultural aspects, as well as integration into national development programs. The government plays an important role in providing infrastructure, expanding facilities, coordinating with the private sector, and international promotion. Transportation, infrastructure, and tourism facilities need special attention to maximize Indonesia's

tourism potential. From an economic perspective, tourism can create jobs, especially in remote areas, through significant investment in infrastructure.

Some regions in Indonesia have shown economic progress thanks to tourism, which has also helped reduce unemployment. The government needs to identify and utilize the tourism potential of each region. As a catalyst for economic development, tourism plays a role in the development of other sectors and requires various supporting services. However, tourism also has negative impacts, such as the spread of drugs, the influence of foreign cultures that are contrary to Indonesian cultural values, the practice of free sex, and the abuse of alcohol.

Nevertheless, the tourism sector has great potential as a driver of extensive development activities and the country's main source of foreign exchange earnings, after oil and gas and non-oil and gas products. Tourism contributes significantly to national GDP, especially through the hotel and restaurant industry (Wibowo et al., 2017).

2.4 Culture

Culture is a life and evolution process that is passed down from generation to generation in a community, encompassing language, architecture, religious beliefs, traditions, politics, tools, clothing, and artistic expression. Culture as a complex entity includes insights, beliefs, art, ethics, rules, traditions, and skills acquired by individuals in their communities (Tylor, 1974 in Nugraheni & Aliyah, 2020). The cultural values of a region are closely related to local wisdom, which is the inherent principle of the community to organize life based on traditional values.

Local wisdom is divided into tangible such as artworks, manuscripts, and buildings, and intangible such as teachings and advice (Wahyu, 2015 in Anwar et al., 2018). The government needs to understand local wisdom and regional cultural values before starting development, including in the tourism sector, to ensure results that are in harmony with the local community's outlook on life. Development that considers local wisdom can improve community welfare by providing benefits and income that are in accordance with the potential of the area (Suaib, 2017 in Sukmadi, Kasim, & Simatupang, 2020).

2.5 Cultural Tourism

Based on (Arsadi, 2011 in (Larasati & Rahmawati, 2017), tourism that focuses on cultural aspects as its main attraction is known as cultural tourism. These attractions can include performing arts, museums, and other similar types of attractions. According to the UNESCO agreement presented by Cros & McKercher (2015), there are various aspects of immaterial culture that can be processed into tourism attractions, including art performances, languages, local knowledge, rituals, social activities, festivals, and handicrafts. Cros & McKercher (2015) also highlighted some of the positive benefits of cultural tourism, such as adaptive preservation and reuse, economic benefits, and the provision of leisure and leisure facilities. Cultural tourism can be in the form of historical, religious, and educational tourism. According to Muljadi (2009 in (Sutiarso, 2018), there are 12 cultural elements that have the potential to attract tourists, including local traditions, language, crafts, music and art, culinary and dining traditions, history, local dress styles, work methodologies and technology, architecture, religion, education system, and recreational activities.

2.6 Tourist Attractions

As quoted by Aprilia (2017), it is stated that tourist attractions consist of interesting aspects that are worthy of promotion in the tourism industry. Based on the views of Dephut (2003) and Wiratini et al. (2018), summarized by Marpaung (2019), tourist attractions include everything that is unique, beautiful, and valuable in terms of natural diversity, culture, and human creations that are the focus of tourist visits. Pendit (1994), as interpreted by Sondakh (2016), describes tourist attractions as something that has value and uniqueness that makes it interesting to explore. Ismayanti (2009), in Apriliyanti's work (2020), stated that tourist attraction is a key element in encouraging tourism activities in destinations. Similarly, Lapian et al. (2015), referred to in Apriliyanti (2020), show that tourist attractions play a role as the main driving force behind a place's tourism. Meanwhile, Basiya and Rozak (2012), quoted by Parastiwi (2017), emphasized that the main motivation of tourists to visit a destination is greatly influenced by the attraction that the place offers. Based on the various perspectives that have been described, tourist attraction can be defined as a collection of unique and valuable characteristics that include natural beauty, cultural richness, and human creativity, which together stimulate the interest and motivation of tourists to visit and experience a destination. This tourist attraction consists of 4 tourist attraction indicators, namely, attractions, amenities, accessibility, and tourism supporting services.

2.7 Tourism Development Strategy

Strategy is a method used by organizations to achieve the desired conditions from the initial conditions, including scope, resources, and expertise (Grede, 2008 in Sanjaya, 2018). The word strategy comes from the Greek word "strategia," which means the action of a war leader in strategizing to win a battle. Strategy also refers to the framework of the organization's vision and mission, including an action plan to achieve goals by considering competition and external factors (Karlina, 2019).

Tourism development involves increasing skills, values, and morals according to desires, as well as a planning process that emphasizes the application of cultural potential in an organized manner within a certain period of time to achieve the expected results (Rozalena in Sanjaya, 2018; Fenriza, 2017). The tourism development strategy aims to improve the quality of life of tourists and create synergy in the use of tourism resources.

Tourism development for museums involves improving the visitor experience, maintaining collections, utilizing digital technology, and collaborating with local communities to hold cultural events. Supporting facilities such as relaxation areas, souvenir shops, and cafes are also important to increase visitor satisfaction. The museum serves as a center for cultural heritage preservation, learning, entertainment, and inspiration that contributes significantly to cultural tourism and the local economy.

2.8 4A (Attractions, Accessibility, Amenities, Amenities)

- 1) Attractions: The key to attracting tourists consists of natural resources, cultural tourist attractions, and man-made attractions. Tourism capital can develop into an attraction in the area.
- 2) Accessibility: Infrastructure and roads to the site, such as highway access and transportation, are critical. Many areas in Indonesia have great natural and cultural beauty but are difficult to access, reducing tourist interest.
- 3) Amenities: Supporting facilities that meet the needs of tourists during their stay, such as shelters, food and beverage facilities, public toilets, rest areas, parking lots, health clinics, and places of worship.

- 4) Ansilari: An organization or individual that takes care of the destination. Without good management, destinations will be abandoned. Destination organizations are tasked with regulating destinations for the benefit of stakeholders such as the government, communities, tourists, and the environment (Palit & Rumagit, 2017).

3. Methods

The subject of the research is an overall topic that involves a source or informant who can provide important information. In this study, the National Center for Archives Studies is the subject of research because of its role as a museum that requires development and promotion to increase tourist attraction and visits (Salmaa, 2023). The object of the research is the National Center for Archival Studies which was inaugurated as a museum in 2019. Previously, known for storing archives and holding wedding events, this museum now provides services that are beneficial to the community (Prof. Dr. Conny R. Semiawan, 2021). This study uses qualitative methods to understand certain phenomena through in-depth interviews, observations, and document analysis. This method aims to gain a deep understanding of the behavior, perception, and motivation of the research subjects (Fiantika, 2022). The techniques used include interviews (structured, unstructured, and semi-structured), participatory observation, and documentation. Interviews were conducted with management and stakeholders to understand the challenges and potential of the museum. Participatory observation involves the researcher in the informant's daily life, while documentation relies on data from letters, diary notes, and photo archives (Adlini, 2022). Data was collected through observation, interviews, and literature studies to ensure the diversity and depth of information related to museum development strategies. The data reduction process involves simplifying and classifying data to highlight meaningful patterns. Data from various sources are summarized to speed up analysis and draw the right conclusions (Wijaya Arfianti & Gischa Serafica, 2023). The data is presented in the form of narratives, tables, graphs, or images according to the purpose of the research and the type of analysis carried out. The presentation of data aims to facilitate understanding and drawing conclusions (Al Vina, 2021). This final stage ensures that the results of the analysis refer to the objectives of the research. Preliminary conclusions may be provisional and will be verified with additional evidence to ensure accuracy (Salsabila Miftah Rezkia, 2020).

4. Results and Discussion

4.1 Attraction

Attractions at the National Center for Archives Studies include exhibits of archives and cultural heritage that appeal to visitors. The permanent exhibitions held at the study center feature historical archives that impress visitors. In addition, the existence of cultural heritage also adds to the attraction for visitors. Interesting activities that tourists can do at this study center include competitions and discussions held in collaboration with schools and the historical community. This helps visitors to better understand the content of the existing permanent exhibition. The important collections on display at this study center are a magnet for visitors who want to know more about history and archives. The National Center for Archives Studies has a variety of interesting activities and important collections that make it a valuable cultural tourism destination.

4.2 Amenity Attraction

The National Center for Archival Studies still faces some shortcomings in terms of facilities and infrastructure. Although it has only been operating for two years and has

been affected by COVID-19, this center is in the process of developing facilities to improve the convenience of visitors. One of the plans being designed is the addition of souvenir facilities and rest areas. Until now, existing facilities include prayer rooms for visitors. However, there is still a need to expand other facilities such as cafeterias and relaxation areas to enhance the visitor experience. Although there are no souvenir facilities yet, the center has long-term plans to meet this need. The development of these supporting facilities is expected to increase the length of visit and overall visitor satisfaction.

4.3 Accessibility Appeal

Accessibility at the National Center for Archival Studies is still a challenge, especially for visitors with special needs. Although staff at the centre have received training to improve services to visitors, land constraints have made facilities for people with disabilities not yet fully welcoming. Currently, the center does not have adequate infrastructure for visitors who use wheelchairs. However, future plans include the use of elevators to facilitate access for people with disabilities. In addition, the center plans to continue to innovate in providing better access for all visitors, despite the physical limitations of the existing building. Further development is needed to ensure that the center is accessible to all walks of life with ease and convenience.

4.4 Attraction of Tourism Support Services

The National Center for Archives Studies also needs an improvement in tourism support services. Ongoing training for staff is essential to ensure that they are sensitive and responsive to the needs of visitors. In addition, cooperation with local communities and tour service providers such as local tour guides need to be improved. This includes the provision of rental services to support tourism activities to meet the needs of visitors. Currently, although there has been some training provided to staff, there is still much that needs to be done to improve the quality of the services offered. Thus, the center can provide a better experience for visitors and support the development of more sustainable tourism.

4.5 Development Strategy

The tourism development strategy at the National Center for Archival Studies involves integrated measures to maximize the museum's potential in attracting visitors and promoting culture. This includes enhancing the visitor experience through interactive and educational exhibitions, effective maintenance and preservation of collections, and the utilization of digital technology to make collections more accessible and appealing to younger generations. In addition, cooperation with local communities and other tourism stakeholders to hold cultural events and festivals can increase the visibility and attractiveness of museums. The development of supporting facilities such as relaxation areas, souvenir shops, and cafes is also important to increase visitor satisfaction.

4.6 Development Strategy

The sustainable development strategy at the National Center for Archival Studies includes the use of digital technology to improve the accessibility of collections and attract the interest of younger generations. This includes virtual exhibitions and the use of social media for wider promotion. The development of physical facilities such as relaxation areas and souvenir shops is also a focus to improve the convenience and

experience of visitors. In addition, increased cooperation with local communities and the organization of cultural events aim to increase the visibility of this study center as an attractive cultural tourism destination.

4.7 Development Strategy

The implementation of tourism development strategies at the National Center for Archives Studies also involves the development of educational programs that can attract visitors. These programs include collaborative activities with schools and universities, as well as the organization of seminars and workshops related to archives and history. In addition, increased training for staff to be competent guides and responsive to visitor needs is an important part of this strategy. The development of good human resources is expected to improve the quality of services provided to visitors.

4.8 Development Strategy

The long-term development strategy for the National Center for Archival Studies includes efforts to become a GLAM (Gallery, Library, Art, and Museum) center. This involves developing facilities and programs that support these functions, as well as increased collaboration with various stakeholders to support sustainable development. A focus on preserving cultural heritage and improving the accessibility of collections through digital technology is also part of this strategy. With these measures, the study center is expected to make a greater contribution to cultural tourism and education in Indonesia.

5. Conclusion

Based on the results of qualitative research with observation techniques and interviews conducted at the National Center for Archival Studies on Development Strategies as Cultural Attractions, the following conclusions can be drawn:

- 1) The results of the interview regarding the attractiveness can be seen that the National Center for Archives Studies is still lacking in amenities and accessibility. By adding some existing shortcomings to meet the needs of visitors.
- 2) The National Archives Study Center already has adequate/sophisticated technology, so visitors can get 3 experiences, namely, enjoying the cultural heritage building, the Soekarno presidential exhibition and the virtual exhibition after visiting.
- 3) The National Center for Archives Studies has good human resource development, such as providing technical guidance/TOEFL training. This allows the staff to have certificates or experience that will be provided to visitors.
- 4) The National Center for Archives Studies has a target to become a GLAM (gallery, Library, Art, and Museum.) which will continue to be developed from year to year.

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