

CLOSER TO MUSEUMS: ALTERNATIVES TO POPULARIZING THE LA GALIGO MUSEUM IN THE DIGITAL AGE

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ABSTRACT

The La Galigo Museum is one of the educational tourism objects in the city of Makassar. However, many people are still not aware of how important it is to visit and gain knowledge from the museum because they consider it less attractive to be designated as a tourist destination and even the people around Makassar rarely visit the museum. The State Museum of South Sulawesi Province, La Galigo, located at the Fort Rotterdam Cultural Heritage Site, is a silent witness to this generational change. The La Galigo Museum (hereinafter abbreviated as MLG), originally named Celebes Museum, was founded by a generation of veterans of the Dutch East Indies Government, through a Rotterdam Foundation in 1938. During the Japanese reign, the museum's activities stopped. After Indonesia's independence, humanists tried to establish the Celebes Museum by changing the name to MLG. On May 1, 1970,

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INTRODUCTION

Indonesia has 439 museums throughout the country, both managed by the private sector and the government. Unfortunately, the museum has not become the main destination when the holidays arrive. Seeing this phenomenon, the Indonesian government launched the National Love Museum Movement (GNCM) in 2009. This movement aims to increase museum visitors and also introduce museums as learning centers and local cultural information centers (Widati, et al, 2017: 50). Even so, everyone certainly has a tendency to travel to certain places to do tours, and this tendency is shared by almost everyone, but in general they will make tourist visits to certain places that are considered to give a sense of beauty such as beaches, parks , mountains, waterfalls, and others which are usually in the form of natural beauty, both natural and artificial. What about past or cultural tourism? It seems that only those who will like it, especially the relics of the past that are enshrined in museums, for example. This was stated by Purwanto, et al (2019), in this case, for example, describing the results of research from the Research Center for Science and Technology Development of the Indonesian Institute of Sciences (LIPI) saying that people rarely visit science and technology information sources. Only 2% of the respondents often go to museums, 5% to historic sites, 7% to botanical gardens, 10% to zoos or aquariums, and 18% to libraries. This is of course quite concerning if no improvement is made on how to present the past of the museum with a contemporary approach.

These problems are of course not the subject of discussion in this paper, however, at least they can be part of future thinking on how museums can be managed as well as possible, especially museums that have high historical value, such as the La Galigo Museum. Because talking about the La Galigo Museum will of course be less competitive when compared to tourist attractions such as Losari Beach, Tanjung Bira Beach, Bantimurung, Trans Studio Makassar and others.

Then what about the La Galigo Museum? The La Galigo Museum is one of the educational tourism objects in the city of Makassar. However, many people are still not aware of how important it is to visit and gain knowledge from the museum because they consider it less attractive to be designated as a tourist destination and even the people around Makassar rarely visit the museum. This is because people still think that the museum is not very interesting, the atmosphere is scary, the contents are boring and a series of other reasons (Hayati, et al, 2019: 149).

METHODS

Type of Research is a descriptive research of research locations in the office of the South Sulawesi Provincial The La Galigo Museum is one of the educational tourism objects in the city of Makassar. Apart from the problems above, to maximize the potential of the museum, especially in this case the La Galigo museum, a new, more interesting approach is needed, especially for today's society, especially by using the concept of digitization. Because of this, this short article, in addition to trying to review the brief history of the La

Galigo Museum and a number of things related to its collection, also tries to offer alternatives for what to do so that the museum has its own appeal among people who currently use technology in almost every line of life. especially digital, then digitizing the La Galigo museum in this case must be done.

RESULTS AND DISCUSSION

A Brief History of the Lagaligo Museum

Before it was named the La Galigo Museum, long before that the Celebes Museum was the forerunner of the MLG which was founded in 1938 by the Government of the Nederlands-Indie (Dutch East Indies). The museum at that time only occupied one building in the Fort Rotterdam complex, the former residence of the Dutch Governor Admiral C.J Speelman (building number 13 or building D). The collection is limited to traditional South Sulawesi objects and currency obtained from excavations and community grants. Towards the Japanese occupation of Makassar City, the Celebes Museum has occupied three buildings within the Fort Rotterdam Complex, namely building number 8 (second floor) and building number 5 (Perdana, 2020: 158).

The State Museum of South Sulawesi Province, La Galigo, located at the Fort Rotterdam Cultural Heritage Site, is a silent witness to this generational change. The La Galigo Museum (hereinafter abbreviated as MLG), originally named Celebes Museum, was founded by a generation of veterans of the Dutch East Indies Government, through a Rotterdam Foundation in 1938. During the Japanese reign, the museum's activities stopped. After Indonesia's independence, humanists tried to establish the Celebes Museum by changing the name to MLG. On May 1, 1970, MLG was officially established and developed by the baby boom and X generations at the Fort Rotterdam Complex. Its management was in accordance with the times and society at that time (Perdana, 2020: 154).

In line with that, according to Nurinsani, et al, (2020: 107) the La Galigo Museum is the State Museum of the South Sulawesi Province which was inaugurated on May 1, 1970. The presence of this museum is expected to be able to provide correct information about the history and culture of South Sulawesi. Taylor (1994) stated that in its early days MLG used the archipelago concept. Therefore various cultural heritages from all tribes in South Sulawesi, even various tribes in Indonesia are represented in this museum. Taylor further explained that MLG also displays Sulawesi's maritime culture, which can be seen from its collections (such as the La Galigo and Pinisi manuscripts) and through the museum building as a fortress located on the west coast of Makassar City, South Sulawesi (Taylor, 1994: 80-3)

Fort Rotterdam is the fortress of the Gowa-Tallo kingdom. The location of this fort is on the west coast of the city of Makassar, South Sulawesi. This fort was built in 1545 by I manrigau Daeng Bonto Karaeng Lakiung, the 9th King of Gowa. This fort was originally made of clay, but during the reign of King Sultan Alauddin, the structure was changed to rock stone sourced from karst mountains in the Maros region. Goga's royal philosophy in

terms of form is very clear that turtles can live on land or in the sea. Likewise with the kingdom of Gowa which was successful both on land and at sea. The Fort Rotterdam complex currently houses the La Galigo museum which contains many references to the history of the greatness of Makassar (Gowa-Tallo) and other areas. others in South Sulawesi (Hasan, 2021: 19).

About the Collection of the La Galigo Museum

Currently, MLG has managed 5,000 (five thousand) collections and 40 (forty) of them are masterpiece collections (UPTD Museum La Galigo, 2016: 6). The collection includes the La Galigo Manuscript and a miniature Pinisi Boat. The La Galigo manuscript is a text that has been designated by UNESCO as a memory of the world (MoW) in 2011 and is exhibited in the La Galigo Story Room in building D. Meanwhile, the art of boatbuilding in South Sulawesi has been determined by UNESCO as an intangible cultural heritage on December 7, 2017, made a miniature and exhibited it in the Maritime and Coastal Room in building M (Perdana, 2020: 154).

Inside the La Galigo Museum with approximately 5000 collections consisting of prehistoric objects, heirlooms, ancient manuscripts, foreign ceramics, ancient weapons, traditional tools used by the Makassar, Mandar, Bugis and Toraja tribes, musical instruments, and so on (Hayati, et al149).

The Lagaligo Fort Rotterdam Museum is divided into several rooms, including: the Pre-historic Room which contains prehistoric objects, then the Agrarian room which contains the tools used during the traditional South Sulawesi agriculture period, Then the Maritum room which stores South Sulawesi marine and maritime tools who is famous for sailing the ocean. The next room is the City Planning room, where the tools used in the Makassar Classic City era are stored here (Putra, 2018: 50).

The next room is the room where photos of big people from South Sulawesi, including photos of Sultan Hasanuddin, Arung Palakka, Sheikh Yusuf, Amanna Gappa, Andi Jemma, Chief of Kompeni Speelman, photos of the Bongaya Agreement etc. The next room is the photo room for the Head of the South Sulawesi Region. then another room is the Sharp/Fire Weapons Room including badik, keris, swords, spears typical of the four major tribes of southern Sulawesi, classic VOC firearms are also available in this place, including gold pistols, cannons of various sizes, as well as pistol bullets, rifles and various cannons. size. There are still many historical rooms in this museum, and no less historic is the former Prince Diponegoro prison. The Lagaligo Museum facilities are quite complete. If you like buying souvenirs, then in the Fort Rotterdam area there are stands selling typical Sulawesi souvenirs, including Lipa' Sabbe, Songkok Guru, South Sulawesi history books, antique wall hangings and other souvenirs (Son, 2018: 50 – 51).

Promoting the La Galigo Museum

Taking into account some of the problems above, the marketing approach can help the museum to create, build, and improve the image of the museum in the eyes of the public, especially on the marketing communications side. Museums as non-profit oriented organizations should be able to utilize and apply marketing communications as a way of introducing their functions and duties to the public, especially in this exponential era. In the exponential era, technology is the main supporting factor for information disclosure and promotion for every organization, including museums (Widati, et al, 2017: 50).

Of course it is very interesting to review the problems encountered such as the minimal interest of tourists in visiting museums because heritage tourism in Indonesia is not popular enough, as a sign that there is a lack of facilities from museums to attract visitors, as a solution a virtual museum is made which according to experts there is a relationship between virtual museums or online museum on interest in visiting museums (Cameron & Lynch, 2008).

Why virtual museums? As an illustration, it's good to understand and know the current generation who are considered the biggest visitors to the museum, and they include the millennial generation to generation Z. Following are their characteristics, so a new approach is needed, including this virtual museum

| Year of birth | Generation X birth year 1961-1980 | Generation Y (Millennials) 1981-1995 | Generation Z 1996-2010 |
|----------------------|--|---|--|
| Karakteristik | Independent, born and raised by baby boomers parents Workaholic efficient, career-minded, stick to the principles. | Optimistic, idealistic, individualist, growing up during the digital age starting to develop, looking for a job that fits your passion, easily bored. | Born when technology was developing rapidly, Want everything is instantaneous, lacks ambition to be successful, very quick to adapt with technology. |
| Life social media | the social media Used Generally Facebook and Twitter. social media used for relate | the social media the social media Used Generally Facebook, Twitter, and Instagram. Shari Because Needs | the social media Used Generally Instagram. this generation have credibility separately for build an image |

| | | | |
|--|---|---|--|
| | with friends old, sharing ses or because it is indeed useful or want give information for another. | social, Use social media for show self existence. | what do you go through? shared on the social media. |
|--|---|---|--|

With the existence of a virtual museum, the concept and view of museums has now changed, from what is considered scary and boring to being fun and entertaining. Entertainment is the main key to turning the museum into a place where past cultural values can be utilized for present life indirectly. Prioritizing the use of multimedia, especially application media in the form of virtual simulations, is an attempt to increase tourist interest in visiting (Achyarsyah, et al, 2020: 22).

Virtual Museum has other names such as online museum, digital museum and electronic museum. Virtual museums are often used as a reference for visitors in seeking information and survey activities. Virtual Museums have the advantage of introducing, informing and promoting museums because they are effective in conveying information and efficient in terms of costs incurred (Achyarsyah, et al, 2020: 22).

Online and social media marketing strategies using virtual museums are one way to get the attention of consumers so that they are attracted to this type of museum tour and then generate interest in visiting. Interesting study results from Thomas & Carey (in Achyarsyah, et al, 2020: 24), which states that there is a relationship between virtual museums or online museums and interest in visiting museums, namely finding that 70% of museum visitors specifically search for information online before visiting the museum , and 57% said the information they found online increased their desire to visit the museum in person.

Several aspects that must be considered in the process of digitizing museums are:

1. Digitalization of museum public programs
2. Digitalization of promotions and publications
3. Digitalization of museum services
4. Digitization of museum collections
5. Digitization of permanent exhibitions
6. Digitalization of temporary exhibitions
7. Digitalization of interactive media.

Specifically in the context of exhibitions, digitization can be done in the form of:

1. Digitization of permanent exhibitions can be in the form of: virtual tour, virtual reality, and others.
2. Digitalization of temporary exhibitions which can use a permanent exhibition approach or interactive media exhibitions.
3. Digitization of interactive media can be in the form of: digital comics, touch screens, and games.

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