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ARTS AND FOLKLOR OF LAYANG MUSEUMS AS ONE OF THE CULTURAL TOURISM DESTINATIONS AND EDUCATION IN JAKARTA

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ABSTRACT

There are quite a lot of cultural and educational destinations in Jakarta. One of them is the Jakarta Kite Museum (MLJ) Arts and Folklore. MLJ has a significant task, namely preserving and developing the kite culture, which does not only come from various regions in Indonesia but also from abroad. MLJ has a lot of potential to be further developed as a cultural and educational tourism destination. However, the potential that is owned, such as the number of kite collections that reach 600 san of various unique shapes and sizes as well as several MLJ programs have not been fully developed. The purpose of this study was to examine MLJ folklore and arts as a cultural and educational tourism destination. This research method uses a qualitative research approach with descriptive analysis. The stages of the research are observation, description and interpretation through the folklore art concept approach, cultural tourism concept and museum concept (museology). The results obtained show that MLJ has unique advantages including the attractiveness of collections of various shapes, types and sizes that are presented through the museum activity program and can be one of the attractions of cultural and educational tourism destinations that are beneficial to the community.

Keywords: *Folklore Art, Kite Museum, Cultural Tourism*

ABSTRAK

Destinasi wisata budaya dan edukasi di Jakarta cukup banyak dan beragam. Salah satu diantaranya adalah Seni dan Folklor Museum Layang-Layang Jakarta (MLJ). MLJ mempunyai tugas yang cukup signifikan yaitu melestarikan dan mengembangkan budaya budaya layang-layang yang tidak hanya berasal dari berbagai daerah di Indonesia namun juga berasal dari luar negeri. MLJ memiliki banyak potensi untuk dapat dikembangkan lebih lanjut sebagai destinasi wisata budaya dan edukasi. Namun potensi yang dimiliki seperti jumlah koleksi layang-layang yang mencapai 600 san dengan berbagai bentuk dan ukuran yang unik dan juga beberapa Program MLJ belum sepenuhnya optimal dikembangkan. Tujuan penelitian ini adalah untuk mengkaji Seni dan Folklor MLJ sebagai destinasi wisata budaya dan edukasi. Metode penelitian ini menggunakan pendekatan penelitian kualitatif dengan analisis deskriptif dengan tahapan penelitian adalah observasi, deskripsi dan interpretasi melalui pendekatan konsep Seni Folklor, Konsep Pariwisata Budaya dan Konsep Museum (Museologi). Hasil penelitian yang diperoleh menunjukkan bahwa MLJ memiliki keunggulan yang unik diantaranya daya tarik koleksi dengan berbagai bentuk, tipe dan ukuran yang disajikan melalui program kegiatan museum dan dapat menjadi salah satu daya tarik destinasi wisata budaya dan edukasi yang bermanfaat untuk masyarakat.

Kata Kunci: Seni Folklor, Museum Layang-Layang, Wisata Budaya

INTRODUCTION

In the world of tourism, there are natural tourist attractions and cultural tourism attractions. Attraction in cultural tourism is a type of tourism that is based on the uniqueness of the place, various customs and traditions, ceremonies, various arts, the experience of a nation, ethnicity with the community or nation concerned. Cultural tourism provides benefits in the socio-cultural field because it helps preserve cultural heritage as the identity and identity of the community or nation that has that culture (Ismayanti: 2010).

One that can be categorized as a cultural tourism attraction is a museum. The museum functions as an institution that collects and secures the nation's cultural heritage, keeps documentation and scientific research, conservation and preservation, disseminates and distributes knowledge to the community, introduces and lives the arts, introduces inter-regional and national cultures, depicts nature and culture, depicts the growth of human paradigm, and reminds us of the greatness of God Almighty (ICOM, 2005). The museum has the main resources, namely various collections, museum buildings, and museum programs as an attraction for cultural tourism and education. The Jakarta Kite Museum is one type of special museum that has unique cultural and educational attractions / tourism. MLJ is a special museum located on Jl. H. Kamang No. 38, Pondok Labu, South Jakarta. MLJ is the first kite museum in Indonesia. MLJ was founded on the initiative of Endang W. Puspooyo, who has been pursuing a hobby in the world of kites since 1985 by forming Merindo Kites & Gallery which is engaged in the kite business. Endang W. Puspooyo established the MLJ to receive an award from the Indonesian Record Museum (MURI) as a record-breaking initiator and organizer of the largest diamond-shaped kite in 2011 and an award for Indonesian tourism in 2004 given by the Ministry of Culture and Tourism.

The Jakarta Kite Museum exhibits various types, shapes and sizes of kite collections

originating from various regions in Indonesia as well as from abroad. The number of kite collections in MLJ is around 600 san. The collection is increasingly increasing along with the arrival of new kite collections from regional and international sailors as well as kites that are produced by museum staff. Kites that come from foreign countries such as from Japan, the Netherlands, China, Vietnam and several other countries.

The Jakarta Kite Museum has a very important and significant task in relation to the preservation and development of the kite culture. Based on the above description, MLJ has the potential to be further developed as one of the attractions of cultural tourism and special interest education in Jakarta. However, based on the authors' assumptions, the potential of the existing MLJ has not been optimized as an attraction for cultural and educational tourism. MLJ in exhibiting museum collections has not been optimal because of the large number of collections that are trying to be displayed while the space is limited.

Warih Yunita Ratna P. (2011) conducted a study on the Jakarta Kite Museum, which discusses the Tourist Profile of the Jakarta Kite Museum. Aryo Dwinto Putro, Syarip Hidayat (2018), who discussed the Design of the Indonesian Kite Museum Activity Book and Devianda Annisa (2019), who discussed the Visual Signage Design of the Indonesian Kite Museum. For children aged 7-12 years. However, in terms of cultural tourism studies, no one has discussed it specifically and in depth. In this regard, this research will attempt to examine the MLJ Folklore Art as a Cultural and Educational Tourism Destination in Jakarta. Based on the description above, the main problem to be raised in this study is how to optimize the potential uniqueness of the cultural tourist attraction of the Jakarta Kites Museum as an attractive tourist destination for tourists to visit.

LITERATURE REVIEW

According to the Tourism Law Number 10 of 2009, it explains that a tourist attraction is anything that has uniqueness, beauty, and value which can be in the form of a rich diversity of natural, cultural and man-made products that are the target or purpose of tourist visits. One of the attractions of tourism is a type of cultural tourism. Cultural tourism is a journey carried out on the basis of a desire to broaden one's view of life by visiting other places, studying the situation of the people, customs, traditions, way of life, culture and art (Pendit, 2009).

Cultural tourism cannot be separated from the existence of art and folklore. Art or art according to the Indonesian Encyclopedia includes the creation of all kinds of things or objects that make people happy to see or hear because of their beauty. Meanwhile, folklore is Indonesian folklore, derived from two words folk and lore. The word folk means a group of people who have physical, social and cultural identifying characteristics so that they can be distinguished from other social groups. These identifying characteristics include: skin color, hair shape, livelihood, etc. The word lore is a tradition from folk, which is part of a culture that is passed down orally or through one of the examples accompanied by gestures or reminders. Folklore is a part of culture that is spread or passed down traditionally, either in oral form or by example, accompanied by signs or reminders (Danandjadja, 2005).

Types of folklore consist of oral folklore, partly oral folklore and non-verbal folklore. One type of partially spoken folklore is a museum. A museum is a non-profit making, permanent in the service of the society and of its development, and open to the public, which acquires, conserves, researches, communicates, environment for purposes of study, education and enjoyment (Edson, et al , 1997: 270). Museum as a tourist destination that attracts tourist visits should be able to carry out its function properly, namely carrying out preservation, research and communication activities.

Preservation is concerned with the physical and administrative maintenance of the collection. Research refers to cultural heritage research which is the task of the curator who has changed the function of being a researcher. Communication related to the publication of research results is in the form of knowledge and experience in the form of exhibitions, museum programs, events and publications (Magetsari, 2008). If the museum functions properly it will be able to provide benefits to the community.

The museum as a tourist destination certainly has several criteria for the components included in the Tourism component. Inskip (1990) describes that the classification of tourism components includes the following: (1) Attractiveness and attractions, consisting of potential natural and cultural resources that are unique and distinctive, factors of integration, and carrying capacity. physically, socially and culturally. (2) Accessibility is road and transportation infrastructure, utilities (water, electricity, telecommunications). (3) Amenitas, namely supporting facilities and facilities such as accommodation and restaurants, post offices, banks, internet, hospitals, police. Next are (4) society and the environment, namely community profile and community attitudes, community participation related to tourism activities. (5) Institutional, is an institution of stakeholders (government, private sector and society. The last part is (6) Marketing, consisting of market share (domestic and international), tour packages, tourism investment and promotion. These components are interrelated and can be used as a reference related to MLJ as one of the cultural and educational tourism destinations in Jakarta that is quite calculated.

METHODOLOGY

The method in this study uses a qualitative research method approach. Qualitative research methods are research methods used to examine the condition of natural objects, where the researcher is the key instrument, data analysis is inductive, and the results of qualitative research

emphasize meaning (Sugiyono, 2008). The stages in this research are the data collection stage (Observation, Documentation Tracing, Center Study), the data processing stage, and the data interpretation stage.

RESULTS AND DISCUSSION

1. Attractions and Attractions of the Jakarta Kite Museum

The Jakarta Kite Museum was built with a Javanese concept and has several buildings. Visitors to the museum only need to pay an entrance ticket for Rp. 15,000, can enjoy and watch the history and kite festival in the audiovisual room, the tour is led by a guide, and also makes paper kites. MLJ has various collections from all corners of the archipelago and abroad, including traditional and modern kites. Ranging from miniature kites measuring two centimeters to the largest giant kites in the country such as "Megaray" which measures 9x26 meters.

A very interesting collection of kites from Indonesia is the Dewi Sri kite. Pak Asep, a museum staff member, told me that the kite was his father's work. There are also kites in this museum that make use of natural materials as well as used goods, such as kites made of leaves and newspaper.

Meanwhile, the collection of foreign kites in this museum is also very diverse, some from Japan, Korea, Malaysia, India, Canada, and so on. There are even miniature kites originating from China that are only two centimeters in size. Besides that, there are also traditional kites that make a sound when they are flown. So, kites are made in such a way with various materials and designs that are closely related to certain ethnic / customary cultures. Next is the kite creation. This is arguably a modern kite, it can be 2D or 3D. The last one is a sports kite. One of the criteria of this kite is the composition of the size and shape must be symmetrical.



Figure 1. Indonesian Kite Museum Building
Source: Travelingyuk.com, 2018

2. Accessibility

The Jakarta Kite Museum, which is located in the Jl. H. Kamang No.38, Pondok Labu, South Jakarta. The location of the Indonesian Kite Museum is very strategic because it is in the city center and can be reached by using public transportation. Road infrastructure and adequate directions also make it easier for tourists to get to MLJ

In terms of utility, this museum can be said to be good. We can find good clean water infrastructure, clean toilets, adequate lighting, and also an adequate telecommunication network in this museum. In fact, four air conditioners were installed in the collection room.

3. Amenities

The Jakarta Kite Museum is close to access to supporting social facilities, including hospitals, schools, places of worship, police stations, petrol stations, mini markets, restaurants, public vehicles. Meanwhile, the public facilities at MWJ consist of an auditorium, toilets, adequate lighting, electricity and water. Adequate MLJ building. From the foregoing it can be said that the museum has adequate facilities from the social facilities around the museum and the public facilities provided by the museum.

4 Society and Environment of the Jakarta Kite Museum

The community around the Jakarta Kite Museum is quite supportive of the activities that

take place in the museum, usually if there is an event organized by the museum, the surrounding community will participate in these activities. The museum annually holds a competition for young children from Kindergarten to Elementary School. Simple competition to train children's creativity such as drawing and decorating kites. In addition, if there is an event to be held, the local community will open arms to help for the success of the event. These events include MLJ holding festivals and so on.



Figure 2. Learn to make kites
Source: Republika, 2018

5. Institutional

The Jakarta Kite Museum is a type of private museum, owned by Mrs. Endang Ernawati. The beginning of the formation of this museum was because in the 1970s Mrs. Endang Ernawati first bought a kite from the United States, from then on she fell in love with the game, because according to her, kites were very beautiful when they were flying in the air and that's when she collected them. .

Along with his growing hobby, in 1988 he founded Merindo Kites & Gallery, as for the purpose of establishing this gallery, it was aimed at forming a forum for floaters who often hold kite festivals, both at the national and international levels. The International Kite Festival was first held in 1993 at Bumi Serpong Damai-Tangerang.

Even though she had established a platform for floaters, Mrs. Endang still felt the need to develop her hobby so that the kite as a traditional game did not disappear from

Indonesian culture, so she bought a plot of land near her house to become a kite museum, so on March 21, 2003 the Museum was founded. Indonesian kite, which is located on Jl H Kamang No.38, Pondok Labu, South Jakarta. This idea has inspired Indonesian airliners to make donations in the form of kites, until now the Museum has hundreds of kite collections consisting of traditional kites, creations, sports and kites from abroad.

6. Marketing

The Jakarta Kite Museum has not been widely introduced like other government-run museums, because most of the marketing of this museum is done by distributing brochures and making proposals that are sent to schools. Of course this is different from the government program which markets other museums in a more modern way, the kite museum prefers to invite the school to hold a study tour to the kite museum.

In addition, the museum also has a website that markets museums, and also does marketing by participating in various festivals held in Indonesia and abroad. In recent years the museum has also collaborated with the tourism ministry to help market the museum.

7. What the Museum Owns

The Jakarta kite museum was built with a Javanese concept and has many buildings, there are counters located near the entrance to the museum, then an audio visual room next to it that will display the history of the museum. Then there is an open pavilion in the middle of the museum which is usually used to make kites. On the outside of the building there is a room that is used to make ceramics.

The Jakarta Kite Museum also has many unique and interesting collections, including kites made from various parts of Indonesia such as kites from Bali, Sundanese, Sumatra and many more. Meanwhile, there are foreign kite collections from China, Japan, Holland, Germany, Malaysia and many more. The museum also has various types of kites, some are shaped like spiders, dragons, chariots and some are even made of leaves that are shaped like owls.

And there is the world's smallest kite that comes from China with a size of 2cm.

Besides having many types of kites, there are also various kinds of ceramics that we can see. Besides that, we can also learn how to make kites and ceramics. The museum also accepts orders to make kites that can be used for festivals or for private collections.



Figure 3. Several collections of the Indonesian Kite Museum

Source: Sintia Astarina, 2016.

8. Data on the number of visitors to the Jakarta Kite Museum

The Jakarta Kite Museum is a museum that has many visitors such as elementary school students to high school students. Every month the number of visitors from the school can reach 1000 participants while from ordinary tourists around 500 people. So that the total number can reach 1500-2000 people per month.



Figure 4. Indonesian Kite Museum Visitors

Source: Jejakpiknik.com (2018)

9. Jakarta Kite Museum Program

The program carried out by the Jakarta Kite Museum is to introduce Indonesian kites to Indonesians and foreign tourists. The large number of visitors who are dominated by elementary school students is a separate reason for MLJ, which often holds competition activities such as painting on kites. In addition, there are always kite festivals held in various regions that have collaborated with the kite museum and also collaborated with the local tourism office.



Figure 5. Indonesian Kite Festival

Source: BBC, 2018

10. Museum Strategy to Bring Tourists

Museums usually work together with malls or local shopping centers to conduct kite painting or kite making competitions. In addition, the museum also distributed proposals to schools to be invited to work together in making a program so that many visitors from students came to the museum. The kite museum often participates in kite competitions / festivals abroad to introduce Indonesian kites to participants from other countries. Through this, it is hoped that many foreign tourists will come to the kite museum to find out more about Indonesian kites.

CONCLUSION

Based on the description above, several efforts to be able to utilize the Jakarta Kite Museum's resources as a cultural and educational tourism destination, among others, can be done by optimizing the display of the Jakarta

Kites Museum collections, packing the collection of the Jakarta Kite Museum in the exhibition, Packing exhibition space to be harmonious and artistic, Lifting value and interpreting MLJ collections, Developing thematic exhibitions, Fixing MLJ building facilities and infrastructure, Packaging creative and innovative MLJ activity programs,

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