

MARKETING STRATEGY AND DEVELOPMENT OF EDUCATIONAL TOURISM ZOOLOGY MUSEUM IN BOGOR

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ABSTRACT

The existence of museums is very important because they have an important role in preserving cultural heritage, education, and developing public knowledge. Museums also function as a place to collect, care for, and exhibit historical objects and artifacts that have historical and cultural value. Museums are often considered uninteresting and boring by the public, so they are rarely visited. This is due to several factors, such as unattractive exhibition layouts, lack of interaction with collections, and lack of effective promotion. This research is aimed at answering the questions of how is Zoological Museum in Bogor carries out the marketing strategies to increase the number of visitors and what aspects need to be improved. In this study, researchers carried out semi structured interview to 20 visitors consist of secondary school students, college students, employees and common society. Researchers also did nonparticipants observation and observed visitors' activities when they were in the museum. Result of this study indicates that the results of this study indicate that of the 7P marketing mix related to the marketing strategy of the Bogor Zoological Museum, it turns out that 6 have been carried out well, but one aspect that needs to be considered is the product issue, how the Zoological Museum can make this museum something interesting to see and visit.

Keywords: Marketing strategy, educational tourism, zoological museum

INTRODUCTION

One of the important reasons for educational tourism destinations is to introduce the diversity of Indonesian culture, history, and nature to local and international tourists. Educational tourism is also a depiction of non-formal learning activities, so it is not as rigid as learning activities in the classroom. In addition, in its implementation, this concept is more directed towards the concept of edutainment, namely learning accompanied by fun activities. One of the educational tours is a museum. The main goal of educational tourism is how to provide maximum satisfaction as well as new knowledge to tourists so that tourists are interested and want to return to visit the museum (Priyanto, Syarifuddin, & Martina, 2018).

Through the above explanation regarding tourism, it can be said that the museum has met the requirements as a tourist attraction. Whether the museum has fully provided pleasure and comfort for tourists, that is what is studied in this article. Tourists who come to the museum, can be said to have their own motivation. The motivation for tourists who visit

the museum, in addition to having motivation for culture, of course the motivation will see the historical value contained and a sense of nostalgia for objects of the past.

Tourist visit data to the Bogor Zoological Museum in 2019 was 428,585 tourists. This museum is the largest fauna museum in Southeast Asia with a collection of around 2,768,044 specimens. The Bogor Zoological Museum is an exhibition unit of the Indonesian Institute of Sciences (LIPI) which functions to introduce the diversity of Indonesian fauna to the public. The museum is open every day, including Saturdays, Sundays, and national holidays, from 08.00 to 17.00 WIB. The entrance ticket price is IDR 25,000 per person, with children under 90 cm getting free access.

The number of tourists visiting the Bogor Zoological Museum increases every year. The number of visitors in 2016 included educational tour groups, domestic, foreign visitors and others reaching 423,652 people. In 2017 the number of visitors to the Bogor Zoological Museum increased to 473,891. Likewise in 2018 there was an increase in the number of visitors to 516,681. However, in 2019 visitors to the Bogor Zoological Museum decreased to 436,451 visitors. Until now, visitors to the zoological museum are mostly school groups, foreign tourists and researchers. While people who come specifically for tourism purposes are very rare. Therefore, this study aims to answer the question of how is Zoological Museum in Bogor carries out the marketing strategies to increase the number of visitors and what aspects need to be improved. The results of this study are expected to contribute to the development of educational tourism at the Bogor zoological museum.

LITERATURE REVIEW

Definition of Museum

A museum is one of the elements that stores cultural heritage that connects humans from the past to the present. This cultural heritage is evidence of human civilization that has gone through a social process (Ardiwidjaja, 2013: 1) (Avifah Dwi Apriliani et al., 2022). The museum is one of the cultural institutions that has an important role in preserving and presenting the historical heritage of a nation to present and future generations (Awaliyah et al., 2022).

Amidst the dynamics of technological development and changes in educational paradigms, museums are not only considered as places to store artifacts and historical objects, but also as centers of active and interactive learning. In the realm of historical learning, museums have a very important role in helping individuals understand historical contexts, recognize cultural values, and develop critical and analytical thinking skills.

According to Dr. Erlina Wiyanarti (2023), the majority of museum visitors visit it for tourism purposes, reaching 57%, while only 19.8% are driven by knowledge motivation. This phenomenon occurs because the current generation grows along with technological advances. This can be seen from the tendency of the younger generation who prefer to spend time with technological devices such as computers, video games, and gadgets (Santoso, Sakinah, et al., 2022)

Museum in the modern sense is an institution that actively carries out its duties in explaining the human and natural world. The definition of a Museum according to the International Council of Museums (Eleventh General Assembly of ICOM, Copenhagen, June 14, 1974) is: A museum is an institution that is permanent, non-profit, serving the community and its development, with an open nature by conducting efforts to collect, conserve, research, communicate, and exhibit real objects to the community for the needs of study, education, and pleasure. Therefore, it can be a study material by academics, documentation of the characteristics of a particular community, or documentation and imaginative thinking in the future.

Museum Tasks and Functions

The Museum's tasks are directed towards activities to determine that through natural objects, visual documentation and other additional supporting materials, aspects of needs, aspects of the environment/a combination of both, which are the areas of work of the museum, become a solid source of information. In addition, activities related to the delivery/delivery of solid sources of information to visitors.

Meanwhile, the function of the Museum by ICOM is emphasized as 9, as follows: 1. A place for collecting and securing cultural and natural heritage. 2. A place for documentation and scientific research. 3. Conservation and preservation. 4. A medium for disseminating and equalizing knowledge for the public. 5. A place for introducing and appreciating art. 6. Visualization of cultural and natural heritage. 7. A medium for introducing culture between regions and between nations. 8. A mirror of the growth of human civilization. 9. A generator of a sense of piety and gratitude to God Almighty.

Educational Tourism

Educational tourism is a program where tourists visit a tourist location with the main goal of gaining direct learning experience at the tourist attraction (Rodger in Sifa, 2011). This type of educational tourism is to attract tourists and provide a different tourism experience to tourists. One of the museums that has the potential to be developed in Indonesia to attract many tourists is the Zoology Museum located in Bogor.

The beginning of the Bogor Zoological Museum was a zoology laboratory with the name Landbouw Zoologisch Laboratorium which was founded on August 23, 1894, the idea of J.

C. Koningsberger, a Dutch botanist. This laboratory was founded as a research facility related to agriculture and zoology. In 1906 the name changed to Zoologisch Museum and Wekplaats, in 1910 it changed again to Zoologisch Museum en Laboratorium.[6] Between 1945-1947 this place was known as the Museum Zoologicum Bogoriense, and finally until now it has become the Bogor Zoological Museum.

Bogor Zoological Museum is a museum that has a collection related to the animal world such as various preserved specimens and animal fossils. This museum is divided into two, one of which is open every day to the public which contains an exhibition room located on Jalan Ir. H. Juanda No. 9 Bogor, the other museum functions as a collection place and is only opened to the public once a year in October, located at the Cibinong Science Center, precisely on Jalan Raya Jakarta - Bogor Km.46 Cibinong, Bogor. Both parts of the museum are managed by the Zoology Division of the Biology Research Center-LIPI. The scientific collections owned by this museum include categories including: mammals, fish, birds, reptiles and amphibians, molluscs, insects, and other invertebrates that are not molluscs and insects. The collection of the Zoological Museum located in the Widiasatwaloka building, Cibinong Science Center includes 3.5% of the number of fauna species found in Indonesia.

With the large number of fauna collections which are scientific collections, it is necessary to identify the potential for cultural education in the Bogor Zoological Museum, and development efforts for educational tourism as a museum attraction so that it can be free from the impression of being boring and scary. According to Law Number 20 of 2003, educational tourism is a conscious and planned effort to realize learning facilities and learning processes so that students actively develop their potential to have spiritual religious strength, self-control, personality, intelligence, noble morals, and skills needed by themselves, society, the Nation and the State.

According to Siswoyo (2007), educational tourism is a process in which society, through educational institutions (schools, colleges or other institutions), intentionally transforms its cultural heritage, namely knowledge, values and skills, from generation to generation. Ismayanti (2010), educational tourism is a tourist trip to a place that has a certain source of knowledge that is to be learned. Usually educational tourism is carried out by schools or campuses in groups.

In Indonesia there are 4 types of Educational Tourism, namely: (a). Science Educational Tourism Science Educational Tourism is educational tourism based on scientific education. (b). Sport Educational Tourism Is educational tourism based on physical education or sports. (c). Culture Educational Tourism Culture Educational Tourism or also called Cultural Educational Tourism is widely available in Indonesia. Among them are cultural education in the fields of art, customs and others related to culture. (d). Agribusiness Educational

Tourism Is educational tourism based on agro or agricultural and livestock education which is also a business of a company or individual.

Educational tourism is a tourism activity concept that carries 2 things, namely (a) learning, which aims for tourists to be expected to gain new knowledge (b) and enrichment of knowledge. Various forms of tourism activities and attractions are packaged attractively as stimuli in tourism activities. The development of educational tourism is due to the factor of saturation with classroom learning practices. Indoor education that is rigid and formal can cause boredom, including boredom with routines. The development of outdoor education ultimately becomes a driving factor in the development of the edutainment concept. Through edutainment, the learning process can be understood and remembered more quickly because the method is more enjoyable. Therefore, edutainment is used as a new alternative for learning activities while traveling.

Marketing Strategy

According to Kotler and Armstrong (2008:58) there are 7 components in the marketing mix, namely Product, Price, Promotion, Place, Process, Physical Evidence which are used as a strategy to achieve the goals of marketing activities. The following is an explanation of each component of the Marketing Mix consisting of:

1. Product is anything that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a desire or need (Kotler and Armstrong, 2008:58).
2. Price is an amount of money that functions as a means of exchange to obtain goods or products or services, price is also interpreted as a determinant of the value of a product for consumers (Nana, 2015:109).
3. Promotion is an attraction for producers to attract consumer purchasing power to buy products and to get consumers in the long term.
4. Place is a strategic sales location so that consumers can see that there is a company operating so that it attracts consumers to be interested and feel comfortable when making purchases at the location.
5. People, namely a service from people, either employees or owners regarding attitudes, behavior, and appearance that can increase the quality of service so that consumers feel satisfied with what has been given.
6. Process, namely all activities from the beginning of work activities consisting of service, production, and other mechanisms where a product or service is delivered directly to consumers.
7. Physical Evidence, namely real evidence that can influence consumer decisions in offering products or services to use the product.

RESEARCH METHOD

In this study, the researcher used a qualitative approach with a case study research type and is descriptive. A qualitative approach is an important approach to understanding a social phenomenon and the perspective of the individual being studied. A qualitative approach is also one in which the research procedure produces descriptive data in the form of words that are written or spoken from the behavior of the people being observed. Case studies are an in-depth qualitative research approach regarding groups of individuals, institutions, and so on over a certain period of time (Sugiarto, 2015). According to Creswell, qualitative research is a type of research that explores and understands the meaning in a number of individuals or groups of people who come from social problems (Moleong, 2000). Meanwhile, Yin (2014, p. 1) defines that a case study is a suitable strategy to use in the main question of a study regarding 'how or why', if the researcher still has little opportunity to control the events to be studied, and if the focus of the research lies in contemporary phenomena (present) in the context of real life.

Informants were selected using purposive sampling techniques (intentional). Purposive sampling techniques are not random, research subjects are determined based on certain assessments (Effendy, 2000, p. 35). Data collection techniques are strategic models used to obtain data in the field (Sugiyono, 2016, p. 62). The data collection technique used in this study was in-depth interviews. The researcher chose the type of semi-structured interview. This study uses a semi-structured interview method; according to Sugiyono (2013: 318) a semi-structured interview is an interview where the subject being studied can provide free and unrestricted answers, but the subject being studied must not deviate from the predetermined theme. In addition to interviews, researchers use non-participant observation techniques,

According to Sugiyono (2013: p. 145), observation is a data collection technique that has specific characteristics when compared to other techniques, namely interviews and questionnaires. Observation collection techniques are carried out when related to human behavior, work processes, natural phenomena and respondents are not too large. In non-participant observation, researchers are not involved and are only observers alone (Sugiyono, 2013: p. 146). Researchers also use data collection techniques with documentation. According to Sugiyono (2013: p. 240), a document is a collection of information or events that have passed. Examples of document forms are photos, pictures, and writings. Documentation techniques will further strengthen the arguments obtained from the interview results (Sugiyono, 2013: p. 240). Researchers use documentation techniques for additional evidence in the analysis. Documentation is used

to collect data that will later be used as evidence. The documentation data used are sources, audio recordings, and writings. In this study, researchers carried out semi structured interview to 20 visitors consist of secondary school students, college students, employees and common society. Researchers also did nonparticipants observation and observed visitors' activities when they were in the museum.

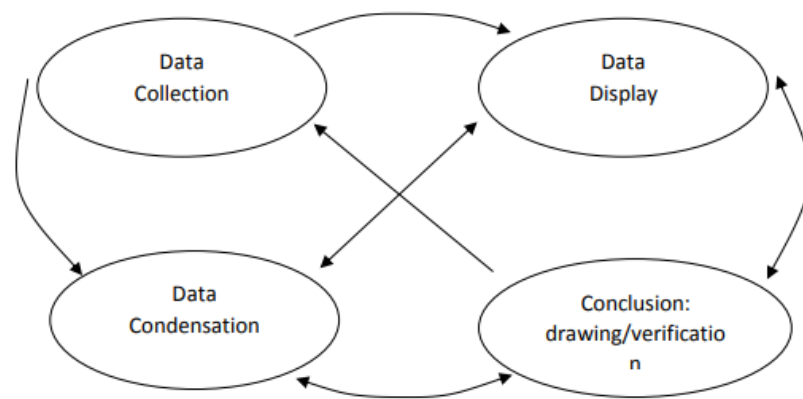
According to Miles, Huberman and Saldana's theory (2014:8) explains that data analysis activities in qualitative research are carried out interactively and are carried out repeatedly until complete so that the data can be analyzed. According to Miles, Huberman and Saldana (2014:31-33) in qualitative data analysis there are three flows of activities that occur simultaneously. Activities in data analysis are: Data Condensation, Data Display, and Conclusion Drawing/Verifications.

a. Data Condensation

Data condensation refers to the process of selecting, simplifying, abstracting, and/or transforming data that approaches the entirety of written field notes, interview transcripts, documents, and other empirical materials.

b. Data Presentation Data presentation is an organization, unification of information that allows for conclusions and action. Data presentation helps in understanding what is happening and to do something, including deeper analysis or taking action based on understanding.

c. Conclusion Drawing The third important analysis activity is drawing conclusions and verification. From the beginning of data collection, a qualitative analyst begins to search for the meaning of things, noting explanatory regularities, possible configurations, causal flows, and propositions.



Gambar 5: Model Miles, Huberman dan Saldana

Sumber: Miles, Huberman dan Saldana (2014:31-33)

RESULTS AND DISCUSSION

In conducting research related to marketing of educational tourism of Bogor Zoological Museum, researchers used marketing theory from Kotler and Armstrong (2019), namely 7 components in the marketing mix, namely Product, Price, Promotion, Place, Process, Physical Evidence. Regarding the marketing of Bogor Zoological Museum, the following data was obtained:

1. Product

Museum products are experiences offered to visitors, such as exhibitions, collections, educational programs, and museum facilities. The products offered by the Bogor Zoological Museum are a variety of animal specimen collections, both preserved and fossils, to be visited and studied. This collection includes various groups of animals such as mammals, birds, fish, reptiles, amphibians, insects, molluscs, and other invertebrates. In addition, the museum also houses a collection of animal fossils, including blue whale fossils. In addition to general collections, the zoological museum also has special collections, such as the most complete and largest insect collection in Southeast Asia. The zoological museum offers various educational activities, such as tours, exhibitions, and workshops. These activities aim to increase public understanding of animals, ecosystems, and the importance of conservation. However, based on the results of the interview, the public hopes that the zoological museum can provide something more, for example by creating a theater where people who come can enter the theater and watch various types of animals with more complete and less boring information.

2. Price

Entrance ticket price, merchandise sales, or special activity fees. In terms of price, the entrance ticket to the Bogor Zoological Museum is relatively cheap, which is IDR 15,000 per person for weekdays (Monday-Friday) and IDR 25,000 per person for weekends (Saturday, Sunday) and national holidays. The museum is open from 08.00 to 16.00 WIB on weekdays and from 08.00 to 17.00 WIB on weekends.

Although the entrance ticket price is quite cheap, the number of visitors who come is still relatively small every day. From the interview results, data was obtained that people actually hope that the museum can provide not only knowledge but also entertainment, so it needs to be packaged in such a way that people feel happy to come there, and the impression that the museum is a scary place can be avoided.

3. Place (Location)

Location of the museum, ease of access, and the surrounding environment. The location of the Bogor Zoological Museum is very strategic, because it is located in the center of Bogor and adjacent to the Bogor Botanical Gardens.

"There are many visitors to the Bogor Botanical Gardens, but not many want to visit the Zoological Museum, because they think the museum is not interesting and visitors are more passive, just listening to the guide explaining but there is no interaction in it. In my opinion, it would be more crowded if in another room of the museum there was a 3D museum where people of all ages could take selfies with animals in a 3D studio."

4. Promotion

Promotion strategies to attract visitors, such as social media, advertising, cooperation with educational institutions, or special events. From the interview results, it is known that the public is still lacking information regarding activities or events held by the Bogor Zoological Museum. The Zoological Museum collaborates more with schools and organizations than with promotions for the general public.

"The Zoological Museum should be more active in promoting through various media. Moreover, currently there are many means for promotion such as social media Instagram, YouTube, TikTok, and others, but unfortunately we rarely see promotions. Even if there are promotions, they are very simple and not very interesting so they don't get much attention from the public."

5. People

Museum staff, volunteers, and visitors themselves. The quality of their interactions and services is very important.

“Unfortunately, the human resources available at the Zoological Museum are very limited. The number of guides is also very small. It would be very interesting if there were guides who could accompany groups who came, so that it could be more interactive and if there were questions from visitors, they could be answered directly.”

6. Process

The systems and procedures in the museum, such as the ticket purchase process, navigation in the museum, or the registration process for activities. The procedures for ticket purchases, or group visits are quite good and fast. Especially since the registration system has been changed to an electronic system. However, although easy access has been made, the public's enthusiasm for visiting the zoology museum has not increased significantly. For this reason, it is necessary to think about developments to increase its appeal.

7. Physical Evidence

Museum design, cleanliness, beauty, and facilities that support the visitor experience. From the physical evidence side, the zoology museum is quite clean and beautiful, but unfortunately, this is not supported by the attraction that invites visitors to come and come again.

CONCLUSION

From the analysis results related to the 7Ps, the 5Ps consisting of: Place, Promotion, Price, Process, and Physical Evidence, have been implemented well, only the people and product aspects really need improvement and enhancement in their quality. The people aspect can be improved by providing services in the form of guides or companions who are more communicative so that they can interact more actively with visitors. Meanwhile, from the product aspect, the museum needs to carry out developments that can increase visitor appeal, such as offering attractive educational packages to attract students and teachers and developing programs that involve volunteers to increase interaction with visitors. By making these improvements, it is hoped that the Bogor zoology museum can invite more visitors who not only want to gain knowledge but also entertainment and an impressive experience.

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