

Strategy for the Development of Batik Museum Tourism in Pekalongan City

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Abstract. The batik museum is one of the cultural assets of Pekalongan City's regional government that has historical value regarding the history of batik cloth. However, the potential that supports the position of the batik museum as a tourist destination in Pekalongan City still faces several challenges, namely the weak role of the government in managing cultural assets, especially in its use as a tourist attraction. The purpose of this study was to formulate a tourism museum development strategy for batik in Pekalongan City. The analysis techniques in this study are descriptive qualitative analysis, content analysis, IFAS EFAS and SWOT matrix. The results of IFAS and EFAS analysis show that the batik museum uses the SO strategy, which is a strategy that is based on the strengths and opportunities possessed by the batik museum. Based on the results of the analysis of internal and external factors using the SWOT matrix, there are four main strategies of batik museum development that can be implemented, namely holding events and collaborations with other agencies, conducting more in-depth promotion and approaches to the community, and utilizing technology development to the full.

Keyword: Tourism development, Batik Museum, SWOT

1. INTRODUCTION

Tourism is a whole series of activities related to the movement of humans who travel or temporary transit from their place of residence, to a destination or some place outside of their living environment which is driven by several needs without intending to make a living (Gunn, 2002). Tourism is one of the most important sectors because it is one of the sources of foreign exchange and is able to contribute significantly to the nation's development.

Currently the tourism trend is changing, from the previous one, namely conventional tourism turned into special interest tourism. In special tourism, tourists with special interests prefer the environment, nature, culture and attractions in particular. One of the special interest tourism that is developing in Indonesia is a culture-based tourism village.

Cultural factors become one of the things that can attract tourists. Cultural factors are born from ancestral heritage and introduced by the heirs. To introduce culture as an aspect of attracting visiting tourists, there must be a strategy to maintain the existing culture in terms of its own cultural heritage and from a competitive perspective. This is in line with Putri's opinion, 2011 that cultural tourist attraction involved in a highly competitive market environment because in terms of its procurement for the cultural tourism market is increasingly flooded with new attractions, cultural routes and heritage centers and in terms of demand there is a rapid demand change from customer.

Some regions in Indonesia are developing a type of culture-based tourism located in Pekalongan City, Central Java Province. The City Batik Museum Tourism in Pekalongan City is one of the assets of the local government which must always be preserved and developed. With the innovation and development of batik museums in Pekalongan City it

will have an impact on tourism visits. The following is Table 1 which shows the visit of tourists at the Batik Museum in Pekalongan City.

Table 1. Data on Tourist Visitors Batik Museum in Pekalongan City, 2014-2018

Year	Amount of Customer	Growth (%)
2014	17.801	14,88
2015	18.194	2,17
2016	20.087	9,42
2017	20.522	2,11
2018	23.426	12,39

Source: Pekalongan City Batik Museum, 2019.

Table 1 shows that the number of visitors in Pekalongan City batik museum has increased, but when viewed from the side of the growth, the number of visitors experiences quite sharp fluctuations. Therefore there is a need for a development strategy to maintain the stability of the number of visitors so that the batik museum becomes a sustainable tourism sector.

Sustainable tourism is tourism that can create a balanced and harmonious relationship between the three elements of tourism, namely the quality of tourist experience, the quality of tourism resources, and the quality of life of local communities (Pearce and Robinson, 2008). Currently the batik museum still needs assistance and strategies to realize the elements in sustainable tourism. Based on the conditions of the field, several old buildings became icons of the Batik Museum, which was outdated and poorly maintained. In addition, as an old cultural tourism destination, development through a sustainable cultural tourism approach is still needed so that the existence of the Batik Museum in the midst of increasingly modern city developments can be maintained.

This research is divided into two parts, where the first part aims to identify the factors that influence the sustainability of cultural tourism in Pekalongan City Batik Museum which is divided based on factors of strength, weakness, challenge, and opportunity. The second analyzes the preparation of strategies for developing the Pekalongan City Batik Museum based on the factors identified in the first section.

2. RESEARCH METHODS

The data needed in this study was obtained through a primary survey where data was obtained by researchers directly from the source. There are three data collection techniques that are carried out including observation, interviews and questionnaires. Stakeholders in this study are divided into three, namely society, government and tourists. Interviews will be conducted on the respondents of the community and the government, while the distribution of questionnaires will be carried out on the respondent respondents. Community respondents were selected using a combination of purposive sampling and snowball sampling techniques. The sampling process will continue until sufficient information is obtained, and accurate to be analyzed in order to draw research conclusions. For government respondents, Pekalongan City Culture and Tourism Office. The number of tourist respondent samples is determined based on Slovin formula, which is as many as 26 respondents.

3. RESULTS AND DISCUSSION

The formulation of the strategy for the development of batik culture tourism in Pekalongan City is carried out using the SWOT analysis method. SWOT analysis is a tool that can be used in compiling strategic factors of a company. The SWOT analysis of this study aims to maximize strengths and opportunities, and simultaneously minimize weaknesses and threats in cultural tourism in the batik museum in Pekalongan City. There are several stages carried out in the strategy formulation section in this study including data collection on internal and external factors (in the first part), IFAS EFAS analysis, determination of strategy themes based on SWOT cartesius diagrams, and SWOT matrix preparation.

The preparation of IFAS and EFAS tables is carried out by giving weight and rating to each of the internal and external factors that have been identified in the data acquisition process. Weight is given in each factor with a scale ranging from 0.0 (not important) to 1.0 (important). Furthermore, rating values are also given for each factor. Where on the strength and opportunity factors the rating given is 4 (very influential) up to 1 (no effect), while the weaknesses and challenges of the rating given are 1 (very influential) to 4 (no effect).

Table 2. Analysis of IFAS

Strategy Internal Factor	Value (V)	Rating (R)	Skor (VxR)
Strength			
1. Museum with batik collections since 1920	0,15	4	0,64
2. The authenticity of objects that are rich in historical value	0,11	3	0,33
3. Strategic location			
4. Have a large area	0,15	4	0,60
5. Interesting attractions, full of history and knowledge	0,12	3	0,36
	0,90	3	0,27
Sub Total	0,63		2,2
Weaknesses			
1. Lack of promotion	0,09	3	0,27
2. Standardization of services	0,06	1	0,06
3. Facilities and infrastructure that are still lacking	0,07	2	0,14
4. Lack of creativity	0,90	3	0,27
5. Building concept	0,06	2	0,12
Sub Total	0,37		0,86
TOTAL	1		3,06

Table 3. EFAS Analysis

Strategi External Factor	Value (V)	Rating (R)	Skor (VxR)
Opportunities			
1. Having interesting potential to be developed again	0,16	4	0,64
2. Increasing the number of tourists in the future	0,14	4	0,56
3. Government support	0,11	2	0,22
4. Relationship cooperation	0,09	3	0,27
5. Development of information and technology	0,08	3	0,24
Sub Total	0,58		1,93
Threats			

1. Natural tourism objects that are sufficiently developed	0,08 0,07	3 2	0,24 0,14
2. Low public awareness of historical heritage			
3. Lack of public understanding of the museum	0,1	3	0,3
4. The emergence of entertainment centers such as malls	0,09 0,08	3 2	0,27 0,16
5. Changes in people's lifestyles			
Sub Total	0,42		1,11
TOTAL	1		3,04

Source : Fairizta, 2019

From the results of calculations on the comparison between strengths and weaknesses in the IFE and EFE tables between opportunities and threats in the EFE table, the numbers are as follows:

Strength (S) = 2.2

Weakness (W) = 0.86

Opportunity (O) = 1.93

Threat (T) = 1.11

It can be seen that the results of the calculation of IFE $S (2.2) > W (0.86)$ while in the calculation results EFE opportunities $O (1.93) > T (1.11)$. So clearly the Brawijaya Museum must choose and use an aggressive or developing strategy, which includes conditions of strength and opportunity in a good position (SO strategy).

Table 4. Internal-External Matrix (IE Matrix)

Internal strategy factors (IFAS)	Strength (S) 1. Museum with batik collections since 1920. 2. The authenticity of collections that are rich in cultural values 3. Strategic location 4. Have a large area 5. Attractive attractions, full of cultural history and knowledge	Weakness (W) 1. Lack of promotion 2. Standardization of services 3. Facilities and infrastructure which is still lacking 4. Lack of powercreativity 5. Concept of spatial planning
External strategy factors (EFAS)		
Opportunity (O) 1. Havingpotential interesting to developed again 2. Increase in number tourists in the future 3. Government support 4. Relationship cooperation 5. Technological developments and information	SO strategy 1. Collection of batik cloth in 1920 which is a potential for further development 2. Hold events and cooperation 3. A more in-depth approach to the community 4. More utilizing the maximum facilities	WO Strategy 1. Improve promotion by tourism ambassadors 2. Relationship cooperation which can be developed 3. Submitting a proposal cooperation with several parties

Threat (T)	ST strategy	Strategi WT
<ol style="list-style-type: none"> 1. A similar type of tourist attraction is sufficiently developed 2. Low public awareness of historical heritage 3. Lack of public understanding of museums 4. The emergence of new entertainment centers such as malls 5. Change the life style of the community 	<ol style="list-style-type: none"> 1. Strategic location that can be developed to compete with similar tourism objects 2. creating a museum with new nuances that are more modern 	<ol style="list-style-type: none"> 1. improve infrastructure that is still lacking 2. provide more maximal service with an always guide ready

Source : Fairizta, 2019

From the above analysis states that, Pekalongan City Batik Museum in its development strategy should choose a developing strategy. Where, strength (S) is greater than opportunity (O), meaning that the choice of strategy is rapid growth by utilizing the strengths and opportunities possessed by the museum.

The methods that can be done by Pekalongan Batik Museum in its development are as follows:

1. Pekalongan Batik Museum has a collection of batik that is rich in meaning and historical value. This is a potential that can be promoted by the Museum manager.
2. The location of a very strategic batik museum in the center of Pekalongan city is a special attraction for tourists
3. Utilizing the remaining land available as an additional educational arena and as a training arena for children and tourists
4. Promotion through the internet and multiply information about Pekalongan Batik Museum

The following is a discussion of the results of the SWOT analysis of Pekalongan City Batik Museum

A. Strength

1. Museum with batik collections since 1920. Peaklongan Batik Museum is one of the cultural museums owned by the State of Indonesia. This is because the collectibles of the Batik Museum are batik fabrics that are rich in the historical significance of the development of batik in Indonesia. With the presence of these collections, visitors are expected to especially understand the richness of Indonesian culture, especially batik cloth.
2. The authenticity of cloth that is rich in historical value. Collections within the Batik Museum are rich in historical value. This is because these objects are original objects that have been used directly by state officials or national and community figures
3. The location of the Batiksangat Museum is strategic, namely in the middle of Pekalongan City. This will be very beneficial because its strategic location is easily accessible and right in the Jetayu cultural area where everyone passing by will look.
4. Interesting attractions, full of history and knowledge. Batik Museum, which has long been used by the wider community as a tourism destination, has very interesting tourist objects and attractions, full of history and knowledge. The object and attraction of this batik collection is rare because it was made specifically for state

officials and also there are batik workshops that can be practiced by visitors about the procedure of batik.

B. Weaknesses

1. Lack of promotion. Museum Batik as a non-profit institution that recognizes the lack of marketing in promoting the wider community. This is because the manager's main task is not a businessman who has to think about profit but a good citizen to preserve Indonesia's cultural wealth.
2. Standardization of services. The uncertainty of the number of visitors per day is sometimes full and sometimes only ten people a day. Making guards or guides feel reluctant to provide maximum and satisfying services due to the uncertain number of visitors.
3. Facilities and infrastructure that are still lacking. The unavailability of regional expenditure budgets for batik museums causes the facilities and infrastructure in the museum to be inadequate.
4. Lack of creativity. As a National Batik Museum, the batik museum in Pekalongan City should not stop creating new creations in attracting visitors, for example by giving modern touch so that the museum no longer looks old and worn.

C. Opportunities

1. Having interesting potential to be developed again. As the only Batik Museum in Pekalongan City it should be an advantage that must remain in the midst of modernizing society.
2. Increasing the number of tourists in the future. According to data from the Department of Culture and tourism, the tourism trend in 2020 is estimated that for world travel it will reach 1.6 billion, of which 438 million will visit the Asia Pacific region. This condition provides an opportunity for the Batik Museum to increase the number of foreign tourist visits.
3. Government support. Government support through the local Culture and Tourism Agency is also very much needed in the development of Pekalongan City Batik Museum. Through related agencies, it will facilitate the promotion process and the dissemination of the Museum Batik to the surrounding community and the wider community.
4. Relationship cooperation. No human can live alone as well as the Batik Museum. A collaboration is urgently needed, for example by attracting artists who have been done in recent times by holding paintings and demo paintings by persons with disabilities. This shows that the Museum is not only a display of objects of independence.
5. Known by students and the public. Batik Museum is very well known by students, especially students in Pekalongan City because every school requires its students to visit and conduct research on the Batik Museum. Likewise with the community around Pekalongan city, it would be very unfortunate if the Batik Museum was not known to its own people.

D. Threats

1. A kind of tourist attraction that is sufficiently developed. One of the threats of the batik museum today is the emergence of new natural attractions that are packaged more modern and attractive.
2. Low public awareness of historical heritage. This caused people to care less about the Batik Museum, which has been around for more than 45 years in Pekalongan

City. Therefore, a new breakthrough is needed to further increase awareness and awareness of having the Peaklongan City Batik Museum.

3. Lack of public understanding of the museum. So far, many communities have defined the museum as a place for storing things. In fact the museum is a place that provides a means of learning and knowledge with various information conveyed through exhibition collections.
4. The emergence of entertainment centers such as malls. The increasing mushrooming of entertainment centers such as malls, especially in Pekalongan City is a threat to the Batik Museum. As we know in the present, the existence of malls is more attractive by offering new, more fashionable products.
5. Changes in people's lifestyles. Tourism includes at least three dimensions of interaction, namely: cultural, political and business. In the dimensions of cultural interaction, tourism activities provide an arena for acculturation of various kinds of cultures and nations.

4. CONCLUSION

The influence factor of the development of the batik museum in Pekalongan City is obtained from the results of interviews, observations and questionnaires can be divided into factors of strength, weakness, advantage, and challenge. All of these factors will then be input into IFAS EFAS analysis and SWOT matrix preparation. Based on an analysis of internal and external factors, the strategy for developing a batik museum in Pekalongan City is opportunity strategy (OS). The strategy shows that cultural tourism in the village is in a favorable position because it has more dominant opportunity and strength factors. The results of the preparation of the SWOT matrix by compiling three main strategies, namely holding an event and collaboration with other agencies, conducting promotion and a more in-depth approach with the community, and more fully utilizing technological development.

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