

SOCIAL CONSTRUCTION OF TOURISTS IN CHOOSING THE ULLEN SENTALU MUSEUM AS A TOURISM DESTINATION

KONSTRUKSI SOSIAL WISATAWAN DALAM MEMILIH MUSEUM ULLEN SENTALU SEBAGAI DESTINASI WISATA

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ABSTRACT

Yogyakarta as one of the preferred tourism destinations for domestic and foreign tourist. Tourist destination that prioritize on culture and history, creates its own charmed for tourist. One of the tourism destination brands in Yogyakarta is The Ullen Sentalu Museum, which offers a different and unique concept from other museums. Ullen Sentalu museum building had European architecture, all museum collection come from the first hand, there are educators guiding the tourist. The purpose of this study was to determine the social construction of tourist in choosing the Ullen Sentalu Museum as a tourist destination who travel frequently and active users of social media. The research method used was qualitative method with a case study approach. The result of this study were: (1) Tourist chosen the Ullen Sentalu Museum as their destination through word of mouth, (2) Social Media is used to provide testimonials to tourist who did not know or had never visited the Ullen Sentalu Museum, (3) The existence of educators in telling history by storytelling is a supporting factor that attracts tourists to come back again to Ullen Sentalu Museum.

Keywords: Social construction; Social media; Tourism destination; Tourist.

ABSTRAK

Yogyakarta merupakan salah satu destinasi wisata pilihan bagi wisatawan domestik maupun wisatawan asing. Destinasi wisata yang mengedepankan budaya dan sejarah sehingga menimbulkan pesona tersendiri bagi wisatawan. Salah satu brand destinasi wisata yang terdapat di Yogyakarta adalah Museum Ullen Sentalu yang menawarkan konsep unik dan berbeda dengan museum lainnya, yaitu bangunan dan dekorasinya yang artistik berkonsep bangunan Eropa, semua koleksi museum berasal dari tangan pertama, serta keberadaan edukator yang menjadi pendamping wisatawan ketika berkeliling mengunjungi berbagai bangunan museum. Tujuan penelitian ini adalah untuk mengetahui konstruksi sosial wisatawan dalam memilih Museum Ullen Sentalu sebagai destinasi wisata. Metode penelitian yang digunakan metode kualitatif dengan pendekatan studi kasus. Hasil penelitian ini antara lain: (1) Wisatawan memilih Museum Ullen Sentalu sebagai destinasi wisata melalui word of mouth, (2) Media Sosial digunakan untuk

memberikan testimoni pada wisatawan yang belum mengetahui atau belum pernah berkunjung ke Museum Ullen Sentalu, (3) Eksistensi edukator dalam menceritakan sejarah dengan storytelling menjadi faktor pendukung yang menarik wisatawan untuk kembali mengunjungi Museum Ullen Sentalu.

Keywords: Destinasi wisata; Konstruksi sosial; Media sosial; Wisatawan.

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INTRODUCTION

Travel can be said to be one of the primary needs at this time, in addition to the needs for clothing, food and shelter that must be met. Traveling is one of entertainment that is used as a reward for yourself for the perpetrators after carrying out various work and study routines every day. By travelling, all the things that are a burden on the mind will soon be diverted, the mind will be fresh, and will automatically recharge the energy that the tourist has. So, that after the tour it is hoped that the tourism actors can return to work and study optimally. In line with this, according to RI law No. 10 of 2009, travel is an activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period.

One of the tourist destinations most frequently visited by tourist because there is no need to pay a large fee or not pay at all is the Museum. Based on RI Government Regulation No. 19 of 1995, museums can be interpreted as institutions, places for storage, maintenance, security and utilization of material evidence objects resulting from human culture and nature and their environment to support the nation's cultural wealth. In this case, tourist who is interested in visiting the museum wants to know history, culture and past life through the objects left behind and shown in the museum.

For some tourist interpret the museum as a place that is less interesting, boring and even scary. In this case, the mindset of tourist is unconsciously

constructed by the reality of the brand destinations of museums they have visited before. Tourists see the reality of the condition of museum buildings and museum collections that are not maintained or the limitations or absence of guides so that tourists are left to understand the historical objects of the museum they see.

This creates a negative stigma that all museums have the same reality. This negative stigma has a negative impact on the existence of museums, as reported by <http://cnnindonesia.com>, which states that there are around 400 museums spread throughout Indonesia, but some of them have been forced to close due to a lack of tourists visiting the museum. Therefore, the government, museum managers, and the public must work together to eliminate this negative stigma by repositioning the true function of museums and adjusting their management to current trends, so that museums can become tourist destinations that are no less competitive than other tourist destinations.

Based on the description above, in 2008, the government has created a campaign program with the title "Ayo ke Museum" which aimed to inviting the milenials to visit the museum troughout Indonesia. This campaign program is published and can be accessed through the social media <https://www.instagram.com/ayokemuseum/?hl=id>.

This regard, the government as quoted from the page <https://kebudayaan.kemendikbud.go.id/muspres/pengertian-museum/> which was uploaded on February, 17 th 2020, the Museum has two functions, namely : (1) As a place of preservation, and (2) As a source

of information. Tourist who are interested in travelling to museums aim to gain knowledge about historical objects preserved in the museums they visited and they hope to get a lot of information about these historical objects. Beside that, to provide comfort for tourist, the museum concept also needs to be designed to follow current trends, but that does not mean eliminating the uniqueness of each museum. This is to attract the younger generation, especially the millennial generation who are very familiar with technology and the cyber world, to be happy to visit museums.

Furthermore, according to the Head of the Indonesian Maritime Museum, Tina Budiati, who was launched by Okezone Journalists on October 9th 2019, stated that the millennial generation tends to like places that provide new atmosphere and experiences such as places that are instagramable and easy to take selfies so they can be uploaded to social media. Therefore, museums must be able to combine the current trends of young people with the presentation of information on historical, cultural and past life objects using the methods used by them. In this case, the Ullen Sentalu museum is one of the museums that has been quite successful in constructing tourists from all walks of life, not only millennials but also parents and children so that museums are no longer seen as scary but instead become the right choice of tourist destination because they promise experiences new and fun. It can all be seen through official Instagram account @ullensentalu and Youtube channel account @ullensentalu released by the Ullen Sentalu Museum.

According to the explanation above, this research is focused on the social construction of tourist in choosing the Ullen Sentalu Museum as a tourist destination.

RESEARCH METHODS

This study uses a qualitative method with a case study approach. The Qualitative Method is essentially observing people in

their environment, interacting with them, trying to understand their language and interpretation of the world around them (Nasution:1988). While the case study approach, according to Yin (2006) is an empirical research that investigates a contemporary (present) phenomenon in the context of real life.

In this regard, the authors comprehensively examine the views of tourists about the Ullen Sentalu Museum before visiting and after visiting, the considerations of tourists when choosing tourist destinations, and the driving factors when deciding to choose a tourist destination for the Ullen Sentalu Museum.

Informants who were the subject of this study were tourists from the Ullen Sentalu Museum, Ullen Sentalu Museum managers, and educators. To complete the data and data validation, the authors conducted triangulation with the people of Yogyakarta and tourists who were around Yogyakarta by distributing questionnaires. While the object of this research is the social construction of tourist in choosing the Ullen Sentalu Museum as a tourist destination.

Meanwhile, data collection techniques were carried out in the following ways : (1) Observation was disguised, in which the researcher observed without being noticed by the informant or the researcher became part of the tourists visiting the museum, (2) Unstructured interviews, in which the researcher gave the informant the freedom to tell stories about topics asked by researcher, (3) Literature studies, namely researcher looking for material that is relevant and related to research through book, previous journals and information via the internet.

In this study using theory of social construction presented by Berger and Luckman (Eriyanto,2002:15) which states Everyone can have different constructions when faces with a reality, because everyone has certain experiences, choices, education and social environment that will influenced the way they interpret it. In this case, through word of mouth and social media the

mindset of tourists is constructed, so they are interested in visiting Ullen Sentalu Museum.

The research data analysis process was carried out by, among others: (1) examining all data from various sources, (2) making a core summary through key statements submitted by informants, (3) compiling and categorizing data, (4) triangulating for validity data, (5) conclude the data found in the study.

RESULT AND DISCUSSION

The Ullen Sentalu Museum is located at the foot of Mount Merapi, 25 Km north of the city center of Yogyakarta, precisely at Jalan Boyong KM 25, West Kaliurang, Sleman, Yogyakarta. This museum was inaugurated by Governor of the Special Region of Yogyakarta, Sri Paduka Paku Alam VII on March 1 st , 1997. The word “Ullen Sentalu” is an acronym for the Javanese philosophy, namely Ulatng Blencong Sejatining Tataraning Lumaku, which means the flame of the blencong lamp (the lamp used during shadow puppet shows), or it can be interpreted that light is a guide for the path of life, a guide for humans in stepping and pursuing life.

All collections owned by the Ullen Sentalu Museum tell about the civilization of the Mataram Kingdom which was split into 4 palaces in Solo and Yogyakarta, namely Surakarta Sultanate, Yogyakarta Sultanate, Mangkunegara Praja and Pakualam. The Story of this history is visualized through paintings and photographs of nobles of that era. In addition, there are also collections related to the history of palaces in Solo and Yogyakarta, such as Solo and Yogyakarta batik cloth which apparently have their own meaning, ancient gamelan, statues of Hindu culture and Buddha, as well as other relics.

In line with this, the importance of a brand in tourism is closely related to how much the message conveyed through the brand can make tourists aware and want to share it with everyone, both directly and with the social media they had. In this case

the Ullen Sentalu museum and its collections are a brand that can provide awareness to tourists and then share this awareness with their family, friend and colleagues, either by communicating directly or using their social media. In the context of tourism communication, this is called world of mouth in the form of stories or testimonies submitted by tourists who have visited the Ullen Sentalu Museum, such as shown in the following image:



According to Pitana (2009:155) tourism marketing must be able to provide clear branding as a form of tourism product so that it can be easily remembered by tourists. One of the easiest ways for tourists to introduce the Ullen Sentalu Museum brand is by word of mouth.

Word of Mouth is a promotional strategy that benefits both tourism destination owners and tourists. For owner of tourist destinations, Word of Mouth is very profitable because there is no need to spend capital to advertise or hire brand ambassadors. However, the promotion of tourist destinations can continue to be carried out by visiting tourists. Recently, Word of Mouth has been carried out by almost all tourists visiting the Ullen Sentalu Museum in the form of photos, captions and videos that told their experiences and feelings while in the museum.

The reality shown by the Ullen Sentalu Museum, both through collections and storytelling conveyed by educators were constructed through the five senses that tourists had so that tourists can digest, observed as well as enjoyed the existence of the museum, then after that they would be happy to share their experienced and recommended the Ullen Sentalu Museum. Through Word of Mouth from family or friends, most of tourists who had visited the Ullen Sentalu Museum, would never knew the existence of this museum.

Furthermore, according to Widjaja (2018:5), states that the better the brand of the tourism product offered, the more tourists will be happy to do word of mouth to other people, so make others have the curiosity about the product would be increasing.

Therefore, good destination branding is able to change the negative perceptions of tourists towards a destination to be more positive so that tourists have the intention to visit the tourist destination.

The description of the Ullen Sentalu Museum that is told by family or friends through Word of Mouth has indirectly constructed the minds of tourists so that they have their own picture of the reality of the Ullen Sentalu Museum. If the reality described is positive, then tourists will choose to visit the Ullen Sentalu Museum, otherwise if the reality was described as negative, then tourists will choose other tourist destinations.

The above is in line with the theory of social construction presented by Berger and Luckman (Eriyanto, 2002:15) which states that reality is a quality contained in phenomena that are recognized by humans as being (existence) and does not depend on human will concerned. Thus, humans can create social reality from various information obtained continuously, then processed based on internal factors (subjective) and external factors (objective). They also add that reality is not formed naturally or something that is

revealed by God, but reality is formed and constructed. Everyone can have different constructions when faces with a reality, because everyone has certain experiences, choices, education and social environment that will influenced the way they interpret it. Therefore, it is clear that word of mouth can construct tourists in choosing and deciding on the Ullen Sentalu Museum as a tourist destination.

Besides that, the existence of social media can also construct tourists in choosing tourist destinations, because through social media tourists can get testimonials from others who had visited the Ullen Sentalu Museum. Tourists who had come to the Ullen Sentalu Museum admitted that every time they traveled to a place they would definitely capture it through their social media. They also said that if they were satisfied with the tourist destination they visited. They would recommend these tourist spot to others through the social media. Like The Ullen Sentalu Museum, they really pleased to inform that place with a brief review of that tourism spot. The reviews through social media, such as Instagram or Youtube Channel.

The presence of social media provide an alternative choice of marketing practices in the advertising based on user experiences that free of charge, is referred as testimonials. In this case, social media users have evolved, not only to consume products and services but also to become part of advertisers. According to Nasrullah (2015:163), social media users fall into the costumer-generated multimedia category, namely types of consumers who upload their experiences and opinions about products and services in various forms of media, whether in the form of audio, video, photos or animation.

In the context of tourism communication, tourists as users of social media also fall into the consumer-generated multimedia category, where tourists upload their experiences and opinions about tourist destinations they have visited, both

in the form of photos and videos and share them through their social media. Photo and videos that were uploaded and shares will become a reality about the Ullen Sentalu Museum, so that it can construct the thoughts of everyone who sees the photos and videos.

The existence of educators is one of the supporting factors that is considered by tourists in choosing a tourist destination for the Ullen Sentalu Museum. The educator's tasks are educating the tourists about the collections on display. These educators would be happy to tell the history of the museum and its collections using storytelling method.

In line with that, Nurcahyani (2010) said that storytelling is an art and narration skill of stories in the form of poetry or prose shown by one person in front of an audience directly by telling them through printed sources (pictures/paintings) or recorded sources (audio/video). Therefore, educators are one of the characteristics that other museum did not have, so that it becomes a consideration for tourist to choose and decide to visit the Ullen Sentalu Museum.

Tourist had already came to Ullen Sentalu Museum admitted that one of their motivations for choosing the museum as their tourist destination is to increase knowledge about history and culture which is delivered in an interesting way by educators.

MacIntosh, Ritchi and Goeldner (1999) said that the motivation of tourists at the Museum included in the status and prestige motivation category, namely motivation related to self-development, such as business tourism, educational tourism or simply to pursue a hobby. According to Ullen Sentalu Museum, Tourists who visit the museum have the motivation of self-development and have the curiosity about Javanese history and culture.

CONCLUSIONS AND IMPLICATION

The Ullen Sentalu Museum is a tourist destination that becomes the choice of tourist for holidays or just to unwind. For tourist who have the motivation to know more about history and culture, the Ullen Sentalu Museum will be one of the tourist destinations on their travel bucket list.

Furthermore, this research produced the following: (1) Word of Mouth conducted by family and friends who had visited Ullen Sentalu Museum had succeeded in constructing the minds of tourists in considering and choosing tourist destinations to visit, (2) Social Media, especially Instagram and Youtube is an effective medium in constructing and providing an overview of the reality of the Ullen Sentalu Museum so that tourists have the desire to visit these tourist destination, (3) The existence of educators in conveying messages as well as telling history using the storytelling method is a supporting factor that motivates tourists to visit tourist destination Ullen Sentalu Museum.

Implications that can be given through this research includes: (1) word of mouth can change the mindset that museums are apathetic become interesting tourist to visit, (2) From an economic perspective, it can increase the income of residents around the Ullen Sentalu Museum, (3) For the regional Government of Yogyakarta, to consider providing public transportation modes that can be used by tourists to and from Kaliurang because in the Kaliurang area there is not only the Ullen Sentalu Museum as tourists destination.

There are also other tourist destinations in Kaliurang such as Mount Merapi, so that access to these tourist destinations can be reached by all tourists.

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