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INDONESIAN MUSEUMS IN THE EYES OF TEENAGE VISITORS

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ABSTRACT

Young visitor is a group with significant value in contributing the existence of museums in Indonesia. By pointing teenage visitors as the main visitors, not only raising the number of museum visitors but also clarifying the possibility of museum preservation for the near future. Using survey method and focus group discussion, this study is aiming to describe museums elements and objects that fascinate and attract people, how they feel after visitation, and what museums have to realize to face the future. Data was collected from 315 college students, whom had visited museum less than a year, and aged between 20-25 years. Content analysis showed that: firstly, respondents are attracted by the existing collections, interested by the information or story-telling of the collections, and only few of them claim to be attracted by the interior and how the collection displayed. Second, respondents felt happy, felt bored, and only few felt proud of their country. Third, respondents ask for improvement in media and technology display of the collections, more fascinating themes and better building design. The result showed that respondents realized that museum has an excellent collection, but it's not enough to attract them to visit the museum. These finding also suggest that although respondents felt positive emotion toward their visit, the need for reformation and renovation, especially in the display methods, preference for a modern and interactive delivery methods in information and story-telling of the collections and a nicer overall museums atmosphere, are actions that urgently needed to attract young visitors.

Keywords: museum, visitor, teenage

1. Introduction

The only clue to what human civilization can achieve is what man has done. A strong nation is a nation who understands itself. And it is formed by its people ability to recognize history and culture and ability to understand the value within. By understanding the value of history and culture, people can evaluate their own national achievement and by doing so, they strengthen the nation itself. Teenager is the ultimate change agent. It is important for them to know and understand the history and culture.

Museum is one of the places that give information in history and culture. Museum delivers a learning process where information could be described and quickly digested by visitors. The key role of the museum is always to serve its visitor. Munandar (2010) said that the real form of museum appreciation is the existence of its visitors. If the number of visitors was not enough then the museum would not be able to perform their function as providers of the information for the community.

In general, based on the data of Indonesian Culture and Tourism Department from 2005 to 2009, it shows that the numbers are decreasing. It might happen because people were not as enthusiastic

as before. Currently, the number of teenagers who visited the museum in Indonesia could still be considered low, whereas teenagers should be the main target of museum. Targeting teenagers as the main visitor could raise the number drastically. It is important to know their perception in relation to the museum, so this result can be used to attract visitors in the future.

2. Museum in Indonesia

The Indonesian government through Government Regulation No. 19 of 1995, Article 1 (1) defines the museum as an institution, storage, maintenance, security and utilization for material object of the human culture evidence, the nature and the environment to support the protection and preservation of the national cultural wealth. According to Akbar (2010), it was at the year 1662 in Ambon where museum had come to popularity in Indonesia. The leader who founded this museum named Edward Rumphius, he collected objects from his research. Along with the development of the Dutch East Indies, many European conducted research in this country. However, it was only until 1778 in Batavia, that the Dutch government established museum institutions of the East Indies named the van Kunsten en Bataviaasch Genootschap Wetenschaapen. They use slogan 'Ten Nutte van het Algemeen', which means 'for the benefit of the public'.

Akbar also stated that museum management's issue is very fundamental in Indonesia : poor quality of the museum. The condition is very unfortunate and not worth a visit as an institution that facilitates past and present information. Dull, full of occult myths, lag, less interaction, and is worsened by the spooky, gloomy, too serious, quiet, static, and difficult to change state of being.

It is still unknown the exact total number of museum in Indonesia, but at least there are approximately 275 museums that scattered in various areas. To increase the number of visitors, various programs have been implemented by the government. In 2010 the Museum Association of Indonesia (AMI) in collaboration with the Ministry of Culture and Tourism organized a program called Tahun Kunjungan Museum. The 2014 will be the last year for the program, which has been set by the central government. Various efforts had been taken by the government and programs to attract people had been established to visit the museum. However, the increasing number of museum visitors had not been seen as encouraging when compared to the overall number of tourists visiting.

As community-based services institutions, the museum should have standardization in terms of management, in order to be able to be assessed and evaluated. And because of that, in 2013, the Directorate for Cultural Heritage Preservation and Museum, acting as an adviser for museums in Indonesia, felt the need to create a Museum Standardization Guidelines in Indonesia. The goal is to motivate the organizer and manager of the museum in Indonesia in managing the museum so it would become a better and worth a visit place.



Fig 1. Egg painting at Agung Rai Museum of Art Bali
(source: <http://armabali.com>)



Fig 2. Display at Bank Indonesia Museum
(source: <http://panduanwisata.net>)

In September 2014, travel search sites, TripAdvisor held a survey based on Travelers Choice assessment for best museum in Indonesia. The best museums are assessed by taking into account the accumulation of quality and quantity, what is taken for consideration among them are the captivating collections, the offer for educational experience and also comfortable buildings and facilities for their visitors. Museums in Bali and Java were chosen to be the best. Agung Rai Museum of Art Bali is on the top of the list.

3. Museum Visitor and Motivation

As public facility and tourism object for the society, visitors determine the sustainability of a museum. The change that occurs in society of the modern era, gives great effect to a museum. From year to year, the way in seeing how to preserve museum has changed. From museum as a product to museum as a public service (audience centered). To draw visitors in a better way, it is necessary to understand and analyze effectively on visitor's motivation and on what they have in their mind in relation to museum.

Currently, the museum is working hard to eliminate the barrier between the museum and its visitors. To attract visitors, to build connection between visitor and museum without eliminating the importance of the protection of assets in the museum, has become the topic of discussion lately. Walzl (2006) stated that whatever worthiness a museum may ultimately have, derives from what it does, not from what it is. Knowing their audience is the key to identify different needs, and will also help in developing niche markets and convincing more visitors to become regular museum goers.

Things to remember in finding out why people visit the museum is that there is a complex process when a person makes a choice in how they use their leisure time. From the museum point of view it is often assumed that the museum is a unique and valuable, in believing so it assume that people appreciate and would be interested to visit the museum. But people don't naturally and

automatically just decide where to go, no matter how interesting and valuable a place is. In contrast, they will make a comparison of the places they plan to go before choosing one. Of course the place they will choose is the place that offers the greatest rewards and satisfactions based on several criteria they considered as the most important.

Hood (1983) indicated six major attributes underlying adults' choices in their use of leisure time, from a review of 60 years of literature in museum studies, consumer behavior, leisure science, sociology and psychology. And the results are : being with people (social interaction), doing something worthwhile, feeling comfortable and at ease in one's surroundings, having a challenge from new experiences, having an opportunity to learn and participating actively. Based on these six criteria, three typologies of visitors of the museum can be deducted; frequent participants, occasional participants and nonparticipants.

The frequent participants, who go to museums at least three times a year, highly value all of the six leisure attributes and perceive all of them to be present in museums. At nearly the opposite pole from the frequent participants, the nonparticipants value three leisure attributes that were less important to the frequent visitors: being with people (social interaction), participating actively and feeling comfortable and at ease in their surroundings. For them, investing themselves in experiencing a museum brings minimal benefits. For the occasional visitors, they are distinctly different from the frequent visitors' in their socialization patterns and leisure values. They are more closely resembled the nonparticipants.

Occasional participants, who value comfortable surroundings in their leisure places, feel that museum offer little in the way of comfort. For this group, leisure equate with relaxation which mean being able to interact socially with friends or family. Occasional participants perceive that some of the attributes they value in leisure experiences are available in museums, but not in sufficient quantity to warrant regular visit. They come for the special occasions, the major events, the family days, which seem to promise them a greater fulfillment of their expectation and wants.

Research studies on museum marketing done by Morris, Hargreaves and McIntyre lays out something interesting (Waltl, 2006). The study divides the four types of visitors based on the motivation hierarchy of Maslow: the socially, the intellectually, the emotionally and the spiritually-motivated visitor. Each of them are hierarchical, begins with the socially motivated visitor who makes about 48% of visits to museums, the intellectually-motivated visitor (39%), the emotionally-motivated visitor (11%) and the spiritually-motivated visitor (3%). The higher visitors move up the hierarchy the more fulfilling and rewarding the museums visit was. Thus, the purpose of good programming and visitor engagement seems to be the core of the work undertaken by the museum.

Experiments carried out by Ciolfi & Bannon (2002) on Designing Interactive Museum Exhibits outlining ways to increase visitor interest. Visitors are surprised by the fact that the traditional cultural "rules" of behavior in a museum do not apply to the Study Collection room, where it is possible for them to touch and open the drawers, and get closer to the contents. Sometimes, people do not actually realize they are allowed to do so. However, when visitors find out about this possibility, they engage in observations, interactions and discussions around the exhibition cabinet. Curiosity and expectation act as facilitators in the process of making sense of the objects, and of learning through active discovery (Shuh, 1994).

Learning in the museum usually involves a visitor or group of visitors to look into the object of collections, a display, or a person related to the elements of the collection. Information then obtained by the visitor and stored in their memory, it remains there over a period of time. Information received by the visitors when they were in the museum formed a 'contextual map'. Any information obtained during the museum visit is likely to include social related, attitude related, cognitive related and sensory related associations. These associations will be embedded in their memory and these experiences facilitate the recall of the entire experience. Thus, Museums can rather be considered as a source of intellectual stimulation and entertainment.

4. Young People as Museum Visitor

Teenager's psychological development can be seen through the identification process of patterns happening to them from early childhood into adults or through their search for an identity. In the process, there is an effort of adjustment on their process towards maturity. This can be stressful process to deal with unless they actively look for a way out of the problem.

Basically they are preoccupied by three things: how to develop a personal identity (where most doesn't seem too concerned with national identity), relationships with friends and doing activities related to the development of interests and talents. Many of them think that the museum is mainly for kids, and that phase has passed for them. They are no longer interested in things, like children, they are interested in the idea behind the things or story relating to the things.

Kelly & Bartlett (2009) from Australian Museum Audience Research Unit describes very well concerning teenage perceptions with museum. This young visitor feel that museum is irrelevant because they are curious to what is happening today and the future, while museum is seen as only talking about the thing in the past. They are looking for the fun that allows them to interact socially, for opportunities to meet interesting people who have the same joy and to share the fun ideas with. Museum is a boring place where exhibition displayed in one-way information, over-protected with rules and is unapproachable. Things they remember most about the museum is the mandatory assignment to visit museum from the school, to complete homework and worksheets after visiting the museum, not museum as an experience in searching things that fascinate them.

Young visitors have unique interests and expectations when it comes to the museum. Visitors at this age segment is usually looking for something that allows them to have a close engagement, making them individuals who have an important role and in turn helped in shaping their identity. Traditional museums usually do not facilitate the formation of dialogue and social interaction, and depend only on display window and text of the collection in conveying information to the visitors. In fact, sharing things mutually and comparing experiences with others is vital for young visitors, rather than reading and viewing.

Teenagers usually are self-conscious and have great desire to do something well, and get admiration for it. They are hungry in proving themselves. They need to know that what they are doing now will get the respect of others, especially from people they admire. They are also have the tendency to express thoughts easier when the ideas or opinions are recognized.

Speaking of leisure time, SurveyOne conducted a survey about habits and preferences of teenager in four major cities in Indonesia. Based on the survey results, most teenagers spend leisure time

outdoors such as going to the mall or shopping center, which is about 78.9%. In addition, as much as 35.1% of respondents go to the restaurant (Budiman, 2014).

Since the price of mobile phones and smartphones are getting cheaper, teens are more likely to use these gadgets to access the Internet. In fact, the survey showed that 77.8% of teens surveyed use mobile phones/smartphones for internet access. The second most is access to the internet via a laptop or netbook, reaching to 51.9%. It also indicates that mobile phone/smartphone and laptop/netbook as a mobile device is the most in demand item for today's teens. Most of teenagers also have a Facebook account, the percentage reached 89.5%. Second is Twitter, which amounted to 59.5%. Of course both are very powerful social media that also played as media campaign for products/brands that target teenagers.

Teen segment has a very large potential market. Based on BPS data, the populations of adolescents aged reach approximately 10.8% of the total population of Indonesia. This segment needs its own creative marketing. Their dynamic nature, high potentiality for communing, and familiarity with a variety of information media - especially the Internet – make them as a very unique segment. It required creative ways for marketers to get this age segment satisfied and loyal. Therefore, to understand their behavior and needs will work as a very helpful tool to reach this market significantly.

This certainly has implications in how the museum providing services to this target segment. This program requires a greater commitment from the museum to listen the needs of its visitors. It also requires the commitment of the leaders, employees, collaborators or funding, in aspect of time, funds and policies. Because of this great challenge and high degree of commitment, firstly the museum needs to think why it is important to attract teenagers to visit museum, what is the purpose and benefits for the museum to use teenager as segment target for every program and policy.

5. Method

The study participants consist of 315 (male: 112, female: 203) who has visited museum less than a year, and aged between 20-25 years. This study used bottom-up approach and descriptive studies, in which the researcher interacts with the participant, involve in surveys to collect the necessary information. An open-ended questionnaires developed by researchers. The answered questions were analyzed with content analysis. The answers were subsequently categorized in accordance with the themes that emerged among the responses. During the categorization process, information is sorted to a number of themes. Themes in this context, refers to ideas and topics that were detected within the analyzed material, and emerge more than once in the data set. Focus Group Discussion is used as a tool to support the quantitative findings of the research. Focus Group Discussion was also used to understand participant's personal perception and experience. Six participants were randomly selected to participate in the FGD.

6. Result

Based on the statistical analysis on 315 responses, the content analysis showed that 42% of visitors considered the museum as a collection of interesting items. Almost in the same amount, 31% of visitors were impressed by the story of the collections. However, only 12% felt that the way of the collections displayed as being attractive. Only 8% of visitors considered their social interactions as attractive when they were in museums, such as in their opportunity to discuss things

with friends or officers as well as the opportunity to take pictures inside the museum. Only 3% of the visitors assumed the interior of the museum as interesting.

Table 1. The interesting thing about museum

No	Categorize	%
1.	Collection	42%
2.	Story behind collections	31%
3.	Interactive Presentation of collection	12%
4.	Social Interaction	8%
5.	Building & Interior	3%
6.	Others	4%
Total		100

These findings suggest that the collection and the story behind the collection as an interesting aspect when visiting museum. Meanwhile, the collection display, building interiors and social interactions are found to be less interesting aspect when visiting the museum.

Based on the results obtained from FGD, in general, activities mostly done by participants during a visit to tourism destination are enjoying the place and taking picture, either with friends or by themselves (*selfie*). Taking picture is very important because what is captured will be documented and turn to a memorial record in the future. Taking picture also give them the opportunity to share it with others via social media so friends or other people know that they are in that place and what kind of activities they done there. But sadly, it is difficult for them to do so when they are in the museum. Due to prohibition to take photographs, museums usually do not give good lighting for taking pictures, the atmosphere is dim. They also think that museum presents less beautiful interiors and fascinating buildings to be captured in pictures. Advanced technology in displaying the collections also raises their interest to take pictures.

Participants also said that they were interested in the collections contained in the museum. The collection can be very unique and odd for them, bring curiosity for it could be the first time for them to see such thing and broaden their knowledge when they found new information in the collections. Unfortunately, their curiosity sometimes inhibited by the lack of information regarding the story behind the collection. If there is any information submitted, usually are only in the form of text and being young and so, are too lazy to read. They also feel it is rather difficult to engage because there are no points of interaction with the collection. They felt that if the museum could provide a rather advanced technology, they can choose the most compatible way for them in getting the information. They hope the museum can provide a rather stylish, fun and friendly, non-rigid tour guide who understand the style of young people. What is interesting here is that participants also expressed willingness to be a volunteered tour guide for other visitors if there is training provided by the museum.

Table 2. Feeling after museum visitation

No	Categorize	%
1.	Happy	43%
2.	Bored	38%
3.	Amazed	11%
4.	Proud country	2%
5.	Others	6%
Total		100

In addition, the content analysis showed that 43% of visitors felt happy after museum visitation. This is almost an equal number to visitors who felt boredom, which is 38%. Only 11% of visitors

were amazed by the museum's collection. There are 2% of visitors who felt proud about Indonesia after visiting the museum. FGD results showed that going to museum is basically a vacation. Because of the visit carried out in the framework of holiday, which is seemed to be fun. At least they had not thought of the paper works and demands from school. In contrast to those who come for a duty-school event or encouragement from the family, since it is not coming from their own idea, the museum can be perceived as boring. If the museum can present an interesting approach for the youngsters, such as games or an adventurous destination similar to the one that they have in Universal Studios, of course they won't feel bored because this places allows them play as an active party.

Table 3. Museum in the Future

No	Categorize	%
1.	Using better media display	40%
2.	New Theme	23%
3.	Revitalization of Building	25%
4.	Complete collection	7%
5.	Others	5%
Total		100

This study also obtained that if the participants have a chance to change the museum in the future 40% of them will use a more attractive display media in presenting collections, including in using a more modern technology such as holograms, an easy access that allows them to touch and feel the collection itself and create an interactive process between the collection and the visitors. 23% of the participants would create a new museum with a more interesting theme than the museums that already exist, such as toys museums, museum of gadgets etc. As many as 25% of the participants would change the appearance of the building and makes the atmosphere of the building rather open and luminous, more color with comfortable spaces to socialize as well as more adequate toilets. Only 7% thought that the museum should add a more complete collection.

Based on the results obtained from FGD, participants have a high level of curiosity. It is not enough for them to see the collection in display just like that without ever touching it. They want to know the story behind a lot of objects in the display case, want to hold it and even want to make an experiment with the collection. With these activities, the experience at the museum will be more impressive and automatically be stored in the memory. They argued that they need 'a wow' experience while at the museum, and this can be obtained through a more modern and interactive way in displaying the collections. New theme should also be applied for the exhibitions and other activities undertaken by the museum. They thought that it would be boring if the content of the museum has never changed throughout the years. For in so, a one-time visit to the museum will be enough. In the future, they want the museum retains the original shape of the building. However, the building can be expanded to provide a more comfortable place for socializing, such as cafe, reading corner. They also want a gallery with a more modern style with a touch of the place they already familiar with and or place they regularly visit, such as malls.

7. Discussion

After experiencing so many changes and developments over decades, learning and information sharing in museum that based on the various ways in the processes to understand, interpret and

create meaning, museums no longer act as a source of authoritative knowledge. Museums play a role as a facilitator in visitor's learning process. The museum visit involves personal context and social interaction. Learning in the museum is not just about the accumulation of cognitive process, but also involve all the experiences gained by the museum visitor.

Teens are a very dynamic and can be difficult to predict in the long term as a customer. Rapid changing trends in global world, which is very fast and fluctuating, can also mean a change in teen lifestyle. Capturing teenagers as the target visitors for museum means that the museum has to prepare a quick move and steadily ready for changes that prevail in the market.

The assumption that the museum is a boring, quiet and uninteresting place is a phenomenon that haunts museum for many years. This is a stigma that is certainly not always true. The present study shows that the collection and the story behind the collection as interesting reason for visiting the museum. The collection is the main object in the museum for visitor to see. Without question, the exhibitions and objects within the museum represent a major focus of a visitor's time and attention. Objects that are unique and rare remain a favorite for young visitors.

Great curiosity makes these young visitors wanting to explore more about the collections. As an individual who begin to develop abstract thinking, teenagers want to know the story behind the collection so that they can gain something meaningful from what they see. From these meaningful experiences, they can link themselves and their lives with the meaning of the object. Falk (2001) hypothesized that as active meaning seekers, most museum visitors engaged in a degree of self-reflection and self-interpretation about their experience – in other words, were dialogic with the museum that serve as a context for that dialogism. The visitors utilize their pre-visit self-aspects to both prospectively justify why they should visit the museum and then again retrospectively to make sense of how their visit worthwhile.

Falk also stated that roughly 60% of a visitor's attention over the course of a visit was spent looking at exhibits, with the peak amount of content focus being in the first 15 minutes of a visit and tapering off considerably by the end of the visit. Of course this means that approximately 40% of the visitor's attention was directed elsewhere; mostly on conversations with other members of his/her social group or general observations of the setting. Certainly, content does drive much of a visitor's experience in the museum, but by no means all of it. And of course, the content the visitor chooses to focus on may or may not bear much resemblance to the content which the museum professionals who designed the experience hoped they'd attend to. For some but not all visitors, how much was learned was related to the exhibition's quality. Making the museum suitable to the new needs of the community, demands changes not only in what is said, but also in the way it is said.

This study also showed that in the era of the internet today, the "share" behavior becomes extremely important in social media for teenager. When they eat at places of interest, they will first took photograph of the food or restaurant and then uploaded it on social media, then waiting for feedbacks from friends and paid little attention to how the food they ordered tasted. The same behavior happened at the museum. When they enter the museum, they are actively looking for important and interesting spots for photographs, to be uploaded into social media, hoping to get social rewards from that action. As experience seekers and social creature, teens are motivated to visit the museum because they perceive it as an important destination. Their satisfaction primarily

derives from the mere fact of having “been there and done that.” They are also driven by the need for connection and social validation. They want to be valued, appreciated, and included in the groups that matter to them.

These premises that they might not learn something from the museum collection, but these trends can be used by the museum as a marketing strategy to increase young visitors. By using social media, the gap between the museum and the teen becomes smaller because the museum is very close to the world that they enjoy.

This study also showed that 43% of visitors feel happy and 38% feel bored after museum visitation. Making the teenagers returned after the first visit is a focus problem for museum. This process is related to the impression they gain from the first visit and how this image being stored within their memory. This impression firstly come when the experience they had succeed in touching their emotion and stored in long-term memory. This positive memory then will determine decision regarding leisure time activities selection, and this positive memory about the museum will able to defeat the choices of other places. Also, the closer the relationship between a visitor's perception of his/her actual museum experience and his/her perceived identity-related needs, the more likely that visitors perceive that their visit was good and the more likely for they to return to the museum for the second time and encourage others to do so as well.

In this study, 40% of the participants want to use a more attractive display media in presenting collections and 23% of participants will create a new museum with more interesting themes such as gadget museum. This could be a projection of their desire to bring the concept of the past that existed in museum collection, to the present concept which provides a familiar picture for them. This ‘new theme’ can be represented through the exhibition conducted by the museum. One interesting example is a program conducted by The Tropen museum in Netherland entitled ‘Look at me’. The concept of the exhibition is trying to draw a link between the past (which identic with museum collection) with the present situation. The Tropen museum has explored its rich historical collection of photographs and discovered astonishing similarities with more recent self-portraits (selfies). Every day, millions of people all over the world share photos of themselves. Making selfies is a hype originating from the digital media, Internet and social media. For that, the museum needs to design a program that is relevant to the present situation, so what is seen is not too far from what this young visitor experiences every day.

As mentioned before, Hood (1983) stated that nonparticipants’ giving high value for being with people/social interaction, participating actively and feeling comfortable and at ease in their surroundings in choosing activities to be spent in leisure time. These characteristics fit with the character of a teenager as a museum visitor. The program created by Komunitas Historia Indonesia, a museum community, called ‘Midnight at museum’ is successfully popularized several museums in Jakarta because this program had becoming a positive trend among teenagers. They like the hype place. The community shared similar concerns about the history of the nation fading from people’s minds and held city tours as its starting point to museums. To run all its programs, the community looks for volunteers through its social media tools. They called their volunteer as Historiliaholics. The program provides a certificate to the participants as a form of recognition, the information is always up dated through social media and they even create merchandise that is popular among teenagers. This program makes young visitor comfortable and familiar with the museum.

Of course, a huge reformation is not applicable for many museums in Indonesia, especially those outside Java and Bali. Until today, funding is considered as a major problem, whether the museum is the responsibility of central government or local government. This prolonged funding problems led to slow response from museum to do reformation. Also keep in mind that the museum is a non-profit institution.

Actually, what museum can do for a start is applying the simple concept of visitor's active participation and social interaction, without using sophisticate and complex digital technology that need substantial funds. Museum should be able to highlight aspects of contemporary life that are relevant to today's society within each exhibits theme or collection display so that young visitors can link the themes the museum presented with their context of day-to-day life. Changes in the museum to attract teenager can be as sophisticated as using holograms to display the collection, but it could also be as simple as providing a decent toilet and a cozy dining place for them to chat and share stories about the museum.

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