


## ANALYSIS OF VISITOR INTEREST IN THE MUSEUM PUSAKA NIAS AS A NATURAL TOURIST ATTRACTION IN 2023/2024

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b> Received: November 29, 2024 Revised: December 09, 2024 Accepted: December 25, 2024 Published: December 31, 2024</p> <p><b>Keywords:</b> Tourism, Visitor Interest, Tourist Attraction</p>	<p>Indonesia is a country that has a variety of cultures and historical heritage from various tribes, cultures, religions, races, as well as heritage from regions in the Indonesian archipelago. This cultural diversity has the potential to be used as cultural tourism by introducing the culture of a region or country. The Nias Islands have cultural tourism at the Museum Pusaka Nias. This research aimed to find out how interested visitors are in the services at the Museum Pusaka Nias, to find out what makes visitors interested in visiting the Museum Pusaka Nias dan to find out the factors that influence visitors interest in the Museum Pusaka Nias by using a qualitative approach. Data collection techniques done through observation, interviews and documentation visitors. The data collected were analyzed to identify themes and factors that influenced visitors' interest, including personal experiences, knowledge of Nias culture, and expectations of tourist attractions. The research results showed that visitors interests is influenced by various factors, including motivation to learn about Nias culture, the expected experience, and the quality of services provided by the museum. Visitors have a higher interest in animal viewing and recreational activities as well as learning about culture compared to other aspects offered by museums. Factors such as natural beauty, quality of recreational experiences, and a calm atmosphere are the main attractions. Visitors also expressed a desire for better programs, suggesting that the museum could increase its appeal by offering more interactive and nature-oriented experiences. The feeling of joy that when you visit something is in line with your expectations, this will lead to visitors' satisfaction. It is hoped that this research can provide recommendations for museum managers in improving tourist attractions and visitor experiences.</p> <p style="text-align: right;"><i>This is an open access article under the <a href="#">CC BY-SA</a> license.</i></p> 
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## INTRODUCTION

Indonesia is an archipelagic country that has cultural and ethnic diversity within it. In Sumatra Utara there are several tribes, namely, the Nias Tribe, the Toba Batak Tribe, the Karo Batak Tribe, the Malay Tribe, the Simalingun Tribe and others. Nias Island is part of the Sumatra Utara Province. Located southwest, about 85 nautical miles from the port of Sibolga. Nias Island is an island with an area of no less than 5,449.70 km<sup>2</sup>. The native people of Nias Island call themselves “Ono Niha”, and call the Nias Island “Tano Niha”, which means. The people of Nias have given birth to a civilization that is considered very old, unique, interesting and exotic. Evidence of the oldest civilization of the Nias people is the existence of megalithic traditions (red: megalith means large stone), hombo batu (stone jumping), spirit events, omo hada (traditional house), maena and others. The remains of this cultural work are still found today, such as stone tables and chairs, monuments, and omo hada (traditional houses) which were built on large, flat stones and also large wooden pillars, filled with carvings, ancient carvings. It is very important to preserve these Nias heirloom objects for current and future generations so that they continue to know the history of their nation and do not lose their identity.

## RESEARCH METHOD

### Approach and Type of the Research

In this research, qualitative methods were used as the type and research approach. Qualitative research according to Hendryadi, et al. (2019:218) is a naturalistic investigation process that seeks a deep understanding of natural social phenomena.

According to Sugiyono (2018:213) the Qualitative Research method is a research method based on philosophy that is used to research scientific conditions (experiments) where the researcher is the instrument, data collection techniques and qualitative analysis emphasize meaning.

According to Bogdan and Biklen in Sugiyono (2020:7) the descriptive qualitative research method is collecting data in the form of words or pictures, so it does not emphasize numbers. The data collected after analysis is then described so that it is easy for other people to understand.

Based on this understanding, qualitative research is a research method that aims to gain an understanding of reality through an inductive thinking process. An inductive way of thinking is a way of thinking that starts from specific words or facts, then draws a general conclusion so that it becomes new knowledge.

This research uses a qualitative research method with a descriptive approach through interview techniques with informants where the informant has the criteria of knowing or having experience regarding the problem to be researched, in this case having experience after or currently visiting the Museum Pusaka Nias as a Natural Tourist Attraction. With a qualitative analysis approach, the findings will be explained in more in-depth sentences.

## RESULT AND DISCUSSION

### Profil of Museum Pusaka Nias

#### Short History

The Museum Pusaka Nias is managed by the Nias Pusaka Foundation, a social and non-profit organization. Its primary activity is the preservation of Nias culture. Pastor Johannes Hammerle formed the Nias Pusaka Foundation after ministering in Nias since 1971. While working in the distant Nias area, he grew interested by the language, culture, and history of Nias. He also saw that, due to poverty and a lack of knowledge, this distinct culture would fast fade. He began collecting historical and cultural relics to preserve for the future. The goal is to conserve these relics for the Nias army, preventing them from being destroyed or leaving the island of Nias. After 20 years of collecting and analyzing Nias' cultural history, the Nias history Foundation (YPN) was established in 1991. The institution was founded in response to concerns over the disappearance of the Nias culture and the significance of preserving the Nias culture's noble qualities as the Tribe of Nias' identity. This foundation's major aim is to operate a museum as a center for the preservation of Nias' tangible and intangible heritage.

Since its inception, the foundation's operations have extended to include teaching, research, environmental awareness, and sustainable tourism. Today, the Museum complex has become one of the most major tourist attractions, thanks to its magnificent recreational park, which is popular among both locals and tourists. In addition to administering the museum complex, the foundation is active in a number of accessibility projects centered on cultural education, habitat, and research. Following the 2005 earthquake disaster, the Foundation raised international awareness of Nias' endangered cultural legacy. As a result, the Foundation has collaborated with other foreign groups to help rehabilitate hundreds of indigenous houses and cultural places across the island.

Pastor Johannes Hammerle received a national award for "Best Conservation of Cultural Reserve and Museum" from the Indonesian Ministry of Education and Culture in 2014. The Museum Pusaka Nias is a long-standing institution and a nirbala organization in Nias. It is also well-known throughout Nias Island. Museum Pusaka Nias is operated by a devoted, loyal team that has spent many years working together to create the museum we see today. The museum is run by the Pusaka Nias Foundation. There are other individuals that work in security, visitor reception, exhibition, library, cafes, mini zoo, Bintang Timur, Bintang Laut, guest houses, recreational parks, and government occupations. A Total of approximately 40 staff. The organization is frequently aided by a variety of volunteers and students, both local and international. **Vision and Mission**

The Museum Pusaka Nias' vision is to foster a passion for the Nias tribe's culture and to encourage people to know, live, and develop their constructive cultural values through educational media.

The Mission of the Museum Pusaka Nias is as follows:

1. Developed and managed the "Museum Pusaka Nias" to realize its objective.
2. Encouraging the public to preserve and advance Nias knowledge, intelligence, and cultural values, as a means of educating individuals about their unique identities.
3. Conducting research, documenting, displaying, and publishing material and intangible cultures to promote knowledge and reflection.
4. Raising public knowledge and curiosity about Nias culture's ideals.

#### The result of interview

The researcher used interviews as one of the study tools to gather the necessary information. Twenty tourists were interviewed. Two of them served as secretaries and guides at the Pusaka Nias Museum. The researcher interviewed visitors beginning on July 24th and ending on August 24th.

#### The Result of Interview on Elementary School

A visit to a museum is a valuable experience for children of Primary School age. Children at this age generally have a high level of curiosity, they are motivated to explore a variety of interesting things. They want to know more about the world around them, and the museum offers a variety of exhibitions that can satisfy their curiosity. For example, if you want to take a walk with your family, see the animals that are in the Museum Pusaka Nias, the children can also gain experience and knowledge about the animals in the museum, by seeing and reading the information about every animal that is at the museum. Such experiences help them remember information better and can trigger their interest in exploring more about what they have met at the museum. The children also love to have fun they do things that can make them happy like swimming in the swimming area in the museum or walking in the mini zoo area at the Pusaka Nias Museum.

#### The result of interview on Junior Hight School

A visit to a museum for Junior Hight School is an experience that can enrich their knowledge and insights. At this age, teenagers begin to develop more specific critical perspectives and interests, making museums an ideal place to meet their educational and exploration needs. At middle age, children begin to learn more complex things. Museums offer opportunities to associate school material with reality such as seeing historical objects, statues, seeing customary houses, exhibitions, paintings, and traditional musical instruments. On the other hand, children of this age also make group visits, whether with schoolmates, groups or families. They like to see the animal in museum and also recreation. It gives you the opportunity to spend quality time with people closest to you. Students can discuss their experiences, share views, and build memories together. They also sometimes have their own pleasures like wanting to see the sunset in the afternoon at the Museum Pusaka Nias.

#### The result of interview on Senior Hight School

A visit to a museum for Senior Hight School is an experience that can enrich their knowledge and insights. At this age, teenagers begin to develop more specific critical

perspectives and interests, making museums an ideal place to meet their educational and exploration needs. At middle age, children begin to learn more complex things. Museums offer opportunities to associate school material with reality such as seeing historical objects, statues, seeing customary houses, exhibitions, paintings, and traditional musical instruments. On the other hand, children of this age also make group visits, whether with schoolmates, groups or families. It gives you the opportunity to spend quality time with people closest to you. Students can discuss their experiences, share views, and build memories together. They also do they homework from their school in the museum. Sometimes they have their own pleasures like wanting to see the sunset in the afternoon at the Museum Pusaka Nias.

#### The result of interview of Society

The Museum Pusaka Nias has long been known as a place of storage and presentation of knowledge, history, and art. For students, visiting the museum is a useful activity for the development of knowledge and also an interesting form of recreation. Museums are also one of the fun ways to extend education outside the classroom. Like one of the students who is doing an internship at the Pusaka Nias Museum through an independent campus program, where the student can learn about history, culture, science, art, and can help them enjoy the learning process while having fun. However, more and more people are visiting museums not only for educational purposes, but also for recreation. The Nias Pusaka Museum is an ideal recreational destination for families. Museums also often provide a quiet and peaceful atmosphere so that some visitors make visits for refreshing or getting rid of tiredness. Many visitors enjoy the atmosphere of the museum by sitting in the cottage to contemplate and enjoy the natural beauty of the Pusaka Nias Museum.

#### The result of interview of Staff in Museum Pusaka Nias

The interaction between visitors and museum officials is an important aspect of the visiting experience. Many visitors are interested in communicating with the officers, due to their hospitality and can also bring in in-depth knowledge and insights about the collections and exhibitions. Visitors often want to understand more deeply about the objects they see. Museum officials have specialized knowledge that can explain the history, context, and story behind each exhibition. This information not only adds to the visitor's insight, but also makes the visiting experience more valuable. Museum officials also play a role in helping visitors to stay safe. Each time in two hours always reminds visitors through speakers already installed in some corner of the Museum Pusaka Nias so that the safety of visitors can be guaranteed well. The officers also always strive to improve the quality and quality of the museum where one of the priorities is service. The basis of the service is a smile. Then about knowledge, officers in the Museum should also be equipped with knowledge, so that when visitors ask about sculptures or musical instruments, etc they can explain it well. So it's the waiter or the guide

who passes the information to the visitors, and that's what a Pusaka Nias Museum institution is about.

Based on the findings of interviews with visitors, researchers can deduce that visitors are split into numerous categories:

1. Personal.
2. Family Groups
3. Institutional groups include schools, religions, governments, political parties, and ethnic groups.

Based on the findings of interviews with visitors, the researchers might discover that the visitors' interests are split into many categories.

1. Interested in learning more about the Museum Pusaka Nias, including its history, cultural items, flora, animals, and architecture.
2. Enjoy nature.
3. Spend meaningful time with family or community (e.g., picnic).
4. Accompanying children to visit animals in a little zoo.
5. Taking enjoyment in swimming at the 'Sea Star' beach park.
6. Enjoy nature while discussing or working from school or campus (Mini Nias).
7. Conducting pre-wedding shoots
8. Recording videos for sharing purposes, such as race coverage or album creation.
9. Conducting meetings.
10. Conducting training.
11. Conducting research.
12. Practicing recollection or retreat
13. Engage in religious activities.
14. Conducting wedding events.
15. Explore the Museum Pusaka Nias neighborhood with your boyfriend or fiancée to plan your future together.
16. Expand tourism business development.
17. Sea showers can heal ailments such as strokes, heart attacks, and asthma.

## CONCLUSION

Based on the research result, it can be concluded that the interest of visitor when visiting the Museum Pusaka Nias is internally to satisfy their curiosity, increase their knowledge, recreation, having fun and academic assignments from school. While the interest of visitor from external factor is because of the attraction of the Museum Pusaka Nias including its popularity, easy access to the location of the Museum Pusaka Nias, affordable rates, public facilities for visitors and access to the location of the Museum with various complete and interesting collections, service and ease of getting information from the Museum Pusaka Nias officers and the many attraction at the Museum Pusaka Nias

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In order to finish this undergraduate thesis, It is hoped that the management of Museum Pusaka Nias can Understand and pay attention to the interest or motivation of

visitors to the Museum Pusaka Nias because by understanding the motivation of visitors the management can better prepare the museum by providing better services and increasing the attractiveness of the Museum Pusaka Nias as a visitor's hope so that the possibility of visitor's interest in returning to visit will increasing.

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