From Museum for Java Culture  
(Management Information System in Ullen Sentalu Museum, Yogyakarta)

Nurul Chamidah¹, Dedet Erwati², Endah Nurhawaeny³

¹Extention and Communication Development, Universitas Gadjah Mada, Yogyakarta, Indonesia
²Faculty of politics and social science, Swadaya Gunung Jati University of Cirebon, Jawa Barat, Indonesia
³Economic Faculty, Muhammadiyah University of Cirebon, Jawa Barat, Indonesia

E-mail: ¹nurul.chamidah@umc.ac.id ; ²deblume@gmail.com ; ³endah_nk@yahoo.com

ABSTRACT

Ullen Sentalu Museum is museum which shows art and java culture from Mataram Islamic kingdom. This museum is awarded as the best museum in Indonesia from national geography and trip advisor. This museum is founded with the purpose to show the tangible and intangible heritage. One of the purposes is how the children of king live in palace in order to be good sample.

This research uses descriptive qualitative method. Data were collected through observation, documentation studies, and indepth interview with administrator and visitors. After that, the data had been reduced and generalized before being presented in descriptive analysis result.

From the result of the research shows that Ullen Sentalu museum has new paradigm as modern focusing to essential and purpose of java culture preservation. Decoration system is artistically dominated. Ullen Sentalu Museum shows the new concept of integrated information system from professional guide as the main source of information. The other complementary from preservation purpose is integrated information system management giving description related to facilities, collection and promotion, art hint, discussion research presentation about art and culture by their official website. In addition, information system is implemented by creating a video of museum profil on youtube. Reviews from tourism sites on google which places the museum in the top rank makes visitors know, interested, and visit this museum. Furthermore, information management system needs to develop. Therefore, the service colomns which are not available can be filled and there will be an effective Interaction between users and manager.

Key words: ullen sentalu museum, management information system, Java culture.

I. INTRODUCTION

Museum holds important character in social life and culture in our society. Museum is place for different generation to look, studying and interaction with culture progress, history and technology in another shape.

But society perception about museum in Indonesia still reputed that museum is some old building who constitute place keep something ancient and did not use again with public society. This is occur because the information about museum our society seldom know about that. Although many activity in order to society become public institute service.

Because of that, master of museum make serious efforts to increase old paradigm become new paradigm until society want to visit museum for study. Museum concept the new terminology museology is terminology which do to explain new phenomena in the museum activity which is more priority society importance (people centered). The most fundamental between old museology and new is if you old museology (traditional museum) too focused with methodology, like collection method, treatment and fair, so new museology (modern museum) more focused with meanings and purpose. According to Stam in the Corsane, [1] the different at the rise of the role of information who become the main priority in vision and mission of museum (information centered), beside connection with social factor, economy and politic around there (societal environment).

Starting from paradigm like that, Ullen Sentalu museum located in area special Yogyakarta developing new paradigm that is the antithesis from before this paradigm. The new paradigm can be a implementation of new museology that is now being to revitalize the state of many museums who torpidity. The applicability of as the museum modern that makes the Ullen Sentalu museum crowned as the best museum’s in Indonesia according to the “TripAdvisor Travelers” Choice Attraction at 2013 and Indonesian national geographic at 2015.

Some research shows that this museum is long note of scores java culture continues to be preserved.
Ability always holds out and adjust, make ullensentalu museum become some of museums always visited. Kaswargan Ullen Sentalu park or most famous with ullen sentalu museum designate and introduced java culture story for learn and practice in live [2].

Some of the success Ullen Sentalu museum become the best never forget guide from management information system who they manage. Management information system is signal procedure processing data who developing in some system integration for give information become take basic decision. This system combine human and machine for present information for support function management operation and take decision in the organization [3].

Management information system (MIS) spring from management of information system who usual shortened MIS. MIS is knowledge who study kinds of manage work information with use approaching system that based on principles management. Management is process manage activity of human resources, material and method (3M: man, method and material) based on functions management in order to purpose have arrived with efficient and effective.

At this reset, will be explain how to management system information who doing by Ullen Sentalu Museum until giving information to visitor and public reached. Beside that this reset to know about problem in the management information system Ullen Sentalu Museum.

II. METHODOLOGY

This reseach using descriptive qualitative with collecting data from of observation directly in the museum. Beside that deep interview doing to museum organizer who vice by museum founder at once leader of museum, Mr. Daniel Haryono about information management which they found. Documentation doing with information system museum be paid original website, YouTube and searched Google. Beside that channel of social media about Facebook, Instagram, and twiter, and another media. After collecting data, and then reduction and generalization and showed by analysis descriptive.

III. RESULT AND DISCUSSION

Museum Profile of Ullen Sentalu Museum

Ullen Sentalu Museum founded and managed privately by Haryono family that they are as relative of keraton Surakarta and under control by ulating blencong foundation. The founder of this museum took a long time from 1997 to 2012. This museum is inaugurated by governor of Yogyakarta province Sri Paku Alam VIII in March 1st 1997. The process of building taking a long time because they have completely in concept to build modern museum. The process of building stops several times because of Merapi mounth earthquake explodes in 2010. This museum is so far 27 KM from the central of Yogyakarta and the length this museum is 11.990 m2.

The first purpose of museum building is from Haryono family in Batik collector from aboard. This museum is trying to present history and classical java art. It is related to daughters and sons of Keraton as life subject that is very interesting then aspect educative that is so positive values.

Ullen Sentalu museum name is acronym from ulating blencong, sejatine tataran ning lumaku that is the shining of life. This museum explains the concept from four kingdoms in java that is Keraton Kesultanan Yoyakarata, Keraton Kesunan Surakartara, Kadipaten Mangkunegaran dan Kadipaten Pakualaman. This museum has vision to enrich art and culture kept and valued by the next generation, so the part of the history and metamorphosis of culture and artin Indonesia especially in Indonesia. It can be used for the generations by generations while the purpose of this museum is to keep the antique collection of Pre-history of Nusantara and focusing on the womanas the source of the inspiring art and culture.

As a modern museum, Ullen Sentalu museum keeps trying to shift meaning in museums that are not just storing objects but focusing as a preserver of Javanese culture by showing museums that have activities such as conferences, immigration discussions and so on. One of the popular causes of Ullen Sentalu Museum is that it not only exhibits a tangible heritage, but also exhibits a collection of events and stories that are intangible heritage. Besides, the collection in the museum is chosen based on the theme and a certain concept. This is not like the general museum in Yogyakarta Special Region, the order of the exhibition is still object-oriented. The thematic concept makes every exhibition space in Ullen Sentalu Museum represent the image or image according to the theme of the exhibition collection. Special Other, the exhibition space is also equipped with the concept of art and culture architecture that blends with nature (art, culture, and nature) [1].

Some of the top collections of this museum is the story of one of the princess of the Palace of Solo Mangkunegaran Gusti Nurul Kamaril Ngarasti Kusumawardani. Collection about Gusti Nurul got a special room named the princess room. Gusti Nurul is
the most interesting story, because he is one of the stylized Javanese stylist princess figure that surpasses his time but still preserves Javanese culture like classical Javanese dancing, kebaya dress and curl hair. Because of this beauty he earned the nickname of Queen Wilhelmina as Kembang Mangkunegaran. He has a strong personality to oppose polygamy. He even refused an application from Ir.Soekarno (first president of Indonesia), Sutan Syahrir (first Prime Minister of Indonesia) and he rejected the proposal of Sri Sultan Hamengkubuwono to IX became queen of the Kingdom of Yogyakarta. But he eventually married at age 30 with Indonesian Army officer Soerjo Soejarso, and remains the only one to the end of his life.

This museum has 3 parts namely Guwo Selo Giri which means mountain rock cave is located within a depth of 1.5 meters below the ground. The following is a Bale Kambang showroom which means a floating hall in the form of a labyrinth that connects one room with another room with different themes, and before entering the last room will pass the Retja Landa Corridor that showcased the statues of Hindu and Buddhist gods of the 8th century Masehi, and space Sasana Sekar Bawana is the last room.

Visitors to this museum, not allowed to bring food or drink, are prohibited from touching museum collections and are not allowed to take pictures at the museum and selfy with museum collections. It is meant that visitors remain focused on following and understanding what the tour guide delivered. The management of the museum has also provided some special locations that are allowed to take pictures together or selfy. Visitors will also be given time to rest a special room while enjoying the traditional herb java drink that Wedang Ratu Mas (Royal Queen Drink). The process of visiting the museum only ranged for 50 minutes only, this is to minimizing time and focusing visitors in enjoying each collection. At the end of the trip the visitor can buy souvenirs in Djawa Bazaar & MUSE also Beukenhof Restaurant &Café with classic european style.

Management Information System in Ullen Sentalu Museum

In Indonesia, the presentation technique in the museum is still often left behind by other ways of presenting the media of culture, such as mass media, television, commercial advertisement which all try to approach the public and its consumers. In addition, the exterior or image of the exterior and architecture of the museum building for the common people has caused a feeling of alien. The museum's buildings seem to be closed and look haunted, in an environment that is not interesting at all and does not reveal the circumstances to come to visit the parts of parts in it. This will be in contrast to the open constructed building which from the outside has already appeared as from its contents.

Management information systems conducted by the ullen sentalu museum begins with the establishment of the concept of a modern museum. In the study of museology, modern museum is a blend of the concept offered with the museum material that is prepared. According to Haryono (2011) Ullen Sentalu museum is always following the points of the concept of modern museum and has the concept of a museum collection that is different from the general museum concept. The pictures of the concepts and collections of the museum are as follows:

First, the museum is located in a mountain resort rather than downtown and does not occupy a Classic-style heritage building that is usually a museum landmark, but occupies a new building in an empty landscape built in Post-Mo style. Second, character as eclectic collection based on themes rather than encyclopedic collections that rely on massive quantities. This museum is not object oriented but information oriented because it is more meaningful of cultural heritage in the form of story (collective memory) or intangible heritage event and not always rely on tangible heritage. Third, No use label or caption for Describes the collection on display but rely on tour guides, making it more interactive because it can be accessed visibly and audible. Fourthly, Museum is no longer muse-um (muse-ment) but develops into a-muse-ment (theme park) by combining elements of education and entertainment or learning and leisure. Fifth, In the final stage (ultimate goal) Become a living museum and not a 'dead' museum by organizing various programs and exhibitions

The painting collection at Ullen Sentalu Museum is in the form of a large size painting and has a peculiarity because it is painted by a special team from the museum. Conceptual and Imaginary Narrative Painting or abbreviated Conceptual Painting is a form of painting based on the thoughts derived from knowledge through writing, narrative or experience see directly an event which was then expressed in the form of painting. Conceptual ideas are further interpreted imaginatively and narratively to display the value of aesthetics and communicative aspects. This painting is used as a medium of communication from the intangible to the tangible.

An example is the Jumenengan ceremony which is an annual celebration commemorating the
throne king that can only be attended or witnessed by keraton relatives and guests of a certain invitation. Through conceptual painting, all the splendor and beauty of the royal court ceremony along with the philosophical rules contained in it can be expressed to the general public.

Similarly, in his disclosure never include a label or description of the painting, but only through the narrative guides (guided tour) which is actually able to provide information more informative, narrative and interactive than text or caption label. Because the cultural meanings conveyed verbally are often more 'original' than non-verbal which may be distorted by interpretation through writing.

Examples of conceptual paintings and the process of musealisasi non-object cultural heritage, one of which is the painting Princess Bride Paes Ageng Kraton Ngayogyakarta Hadiningrat. The philosophical meaning which is the musealization of the primary context in this painting is not a tangible label but delivered by the curator in a narrative way, so that the visitor can concentrate on an uninterrupted object with text that must be read and repeatedly matched to the object.

From the results of observations and opinions from visitors to Ullen Sentalu Museum they feel satisfied with the exposure of the tour guide explaining intangible heritage of the collection of this museum. Tour guide is the focus of information strength of the museum. To get a professional tour guide, museum managers do recruitment (Human Resources) cooperation with the faculties relevant to the needs of the museum, cooperation with relevant agencies, through the media by opening vacancies. The tour guide is given training and understanding of Java culture first and communicative explanation, even the museum provides a tour guide for foreign languages.

Information System Supporting Media

Website

Supporting information system is realized with the website owned by the manager with the site address www.ullensentalu.com. In this website visitors can choose an explanation in Indonesian or English. The appearance of the website looks interesting.

Views of the website there are several link that contains home, visit, explore, agenda, learn, involvement, shop and facilities. Visitors of the website can immediately see some pictures of museum collections. On the right there is a photo of Royal Queen Ageng and Gusti Nurul photo collection. Other columns is about the achievement of Ullen Sentalu Museum as the best museum in Indonesia. The next column is cruising the design architecture and also the social media links related to museum information can be followed by visitors. Starting from twitter, Facebook and Instagram.

The results of observations show that the overall content of the website less up date. Proved by sharing the display of information that has long not been updated as the development of museum is approximately three years of this overall website content is not updated. This is certainly very worrisome, because not when viewed from the data visit and also the agenda of the museum show a trend that is very promising and growing.

According to the head of the museum, the look of the website is made more conservative because of the decision of the board of Ulating Blencong Foundation. As for these administrators are the close relatives representing the four palaces as well as some national figures? The website's appearance illustrates that the museum is more impressed for passive with quiet depictions and guidance. The performance of
website is also made not attractive to display the impression of elegance and enter all the classes.

Ullen Sentalu Museum activities is actually quite a lot. Documentation team that numbered six people and assisted volunteers still cannot synergize with one staff who deal with social media. This is because the publication team has activities outside the room and outside the area enough energy. As a result the data has not been processed and stacked.

Publication of activities conducted through social media in the form of Facebook, twitter, Instagram that has had followers in large amount. Even every time the event organizing conferences and discussions, then managers use social media as a means of socialization and publications can bring more visitors.

Managers are aware that the shortage of experts who focus on taking care of the official website of the museum to be a factor that causes less communication website content. While notes for the board of the foundation is the effort to enable and revive the material or content in the website to be more communicative and up to date.

Given the important role of communication technology in bridging the relationship between museum managers with museum lovers. So with the appearance of a good and informative website, then the opportunity to introduce the museum and make it attractive to tourists will be greater. In addition, the official website will make it easier for managers to be able to report interesting and latest things from the museum, such as the latest collection or activities nearby Google and Youtube

Ullen Sentalu Museum has audio visual media in the form of Ullen Sentalu Museum profile uploaded on the Youtube video site. With the address linkhttps://www.youtube.com/watch?v=DogtlxUDjMswest minutes 27 seconds. In addition to officially-owned museum profiles, this museum also has another museum profile that collaborates with the tourism and cultural office of Yogyakarta Province.

Yogyakarta which is located at the linkhttps://www.youtube.com/watch?v=HdtaQV0qda0 with a duration of 5 minutes 57 seconds. In addition, Indonesian national television broadcasted and reviewed the profile of Ullen Sentalu Museum. So indirectly the wider community can know carefully what is Ullen Sentalu Museum. But there is no official profile video of the museum is a foreign language narrative such as English.

Even the National Geographic and Google Advisor reviews put Ullen Sentalu Museum as the top ranking, so the search results on google also support the publication of this museum. Visitor comments are displayed on the right hand side of google screen display to be a blessing and the most effective free publication for the museum. Therefore as a form of appreciation, the two institutions are featured in the official website of the Ullen Museum sentalu in the column are in the segment of the quotation.

Supporting Social Media (twitter, facebook and instagram)
Barriers In Information Management

As a museum with the best predicate in Indonesia, Ullen Sentalu has a big consequence with the number of visitors who come to this museum. According to data more than 10,000 visitors each month who came. Even during the IdulFitri holidays and school holidays, visits can even triple.

Visitors who have made a reservation are given a schedule for the hour of their visit. This is done to maintain the order and the comfort of the visitors, so the atmosphere remains organized. Although as a renowned museum, UllenSentalu still allocates free visits from schools who volunteered to study to the museum about 5 to 6 bus per day. This free visit not only for schools located in Yogyakarta alone, but also other areas.

Although Ullen Sentalu presents various collections that are closely related to Javanese culture. Yet in addition to Javanese nuance, Jawapun spirit and philosophy are included in their management system. According to Daniel Haryono, they use Javanese "sitik eding" philosophy which means little and share. This philosophy implies that life must be shared. Despite ego and lust, Ullen Sentalu museum could have received as many visitors as possible but this is not good. The convenience of visitors will be awful due to overcrowding and dominance of other museums will also occur. With this limitation, visitors can visit other museums, such as Sonobudyo, Merapi Volcano Museum, Yogyakarta Palace Museum, etc. Publications through seminars and museum exhibitions organized by the government, reduced their participation with reasons to share opportunities for other museums to perform.

Museum managers also do not use flayers or posters that are disseminated at the hotel or airport remembering without such publication the visit to the museum ullensentalu is more than enough. However, the museum also did not close the possibility to create a poster and flayer when visitors experience a decline.

Many visitors who feel the 50 minute visit of this museum is felt less and there is a sense of disappointment cannot document the museum collection. However, with this feeling of inadequacy, visitors will be relentless and curious to return to the museum to learn again about Javanese culture in this museum. Collections of museums cannot be documented and create a mystery to other prospective visitors. Because of that special, not easy to get and must be attempted. To overcome the lack of information about the culture of Java, the museum will arrange pocket books that can be obtained at the museum souvenir shop.

IV. CONCLUSION

The concept of a museum that prioritizes visitors as a primary resource to make the management of the museum makes the rules made for the museum's convenience. Javanese philosophy of 'sitik eding' that this life share makes management not too focused on excessive visitors show in order to increase the number of museum visits, because too many visitors and not organized well then the comfort will be disrupted. The concept of 'sitik eding' is what makes the museum not too ngoyo publish, because they feel quite with the current conditions are more than enough. In other terms not greedy (ora kemlaruk=java) in taking all visitors to the museum. With the restrictions on the number of visitors also, they hope other museums will also get visitors, and not focused on one museum Ullen Sentalu only.

The lack of man power of museum organizers to make the level of documentation of museum activities to be hampered. Management information systems in the form of websites are rarely updated and more conservative impression because the results of the board decision of the foundation who want the website is not too crowded and impressed complicated. Activeness update data moved account social media more current like twitter, instagram and facebook with target young user. It needs an update from the official website of the museum which is the official address of the information system, so that the general public who need can know the development and activities of this museum.
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REFERENCES


