



ASLI QoL2015, Annual Serial Landmark International Conferences on Quality of Life
ASEAN-Turkey ASLI QoL2015
AicQoL2015 Jakarta, Indonesia. AMER International Conference on Quality of Life
The Akmani Hotel, Jakarta, Indonesia, 25-27 April 2015
“Quality of Life in the Built & Natural Environment 3”

Family Decision-Making Process on Cultural Heritage Appreciation in AkhirPekan@MuseumNasional

Gita Widya Laksmi Soerjoatmodjo^{*}, Veronica Anastasia Melany Kaihatu

Pembangunan Jaya University, Jl Cendrawasih Tangerang Selatan 15224, Indonesia

Abstract

AkhirPekan@MuseumNasional or Weekend at Museum Nasional is a Sunday family 15-20-minute theatre program organized by a museum consultancy, @Museum, in collaboration with Teater Koma for Indonesia's National Museum. As a follow-up research, it zooms in on the decision-making process which leads to family participation in this cultural heritage appreciation program. Semi-structured interviews in this preliminary qualitative research with families attending the program show that aspiration, prior experience and the roles of mothers contribute to the process. It is hoped that this writing would provide feedbacks to other similar initiatives which promote the appreciation of cultural heritage.

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Peer-review under responsibility of AMER (Association of Malaysian Environment-Behaviour Researchers) and cE-Bs (Centre for Environment- Behaviour Studies, Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA, Malaysia).

Keywords: Cultural heritage appreciation; consumer behaviour; family decision-making process; museum learning

1. Background

Quality of life is a multi-faceted concept encompasses not only sustainable environmental development but also economic, social and cultural. Hence, cultural heritage preservation plays key roles in quality of life. This would

^{*} Corresponding author. Tel.: +6221 745-555; fax: +6221 290-4505.

E-mail address: gita.soerjoatmodjo@upi.ac.id; gita.soerjoatmodjo@gmail.com

first require an appreciation of cultural heritage.

The following is an example of a cultural heritage appreciation program. AkhirPekan@MuseumNasional or Weekend at Museum Nasional is a Sunday 15-to-20-minute theatre for family organized by a museum consultancy, @Museum, in collaboration with Teater Koma for Indonesia's National Museum. Despite of its prime location and affordable ticket prices (0.54 USD for adult and 0.39 USD for children), this 237-year-old museum has 208,000 visitors in 2011 – rather meagre compared to 847,000 visitors per year for National Museum of Singapore or 10 million visitors per year for Louvre Museum in France (Mariana, 2013).

Inspired by more than 140,000 museum artefacts, this free-of-charge program is performed at the specific gallery where the related collection is on display to bring the audience in close proximity. These performances of *Keris Puputan Klungkung* (The Klungkung Daggers) (Teater Koma, 2013, 11 September), *Samurai Bersepeda* (The Cycling Samurai) (Teater Koma, 2013, 26 September), *Karamnya Kapal Tek Sing* (The Drowning of the Tek Sing Jung) (Teater Koma, 2013, 11 October), *Raibnya Celengan Majapahit* (The Disappearance of the Majapahit Piggy Bank) (Teater Koma, 2014a, 4 November), *Kuda Perang Pangeran Diponegoro* (Prince Diponegoro's War Horse) (Teater Koma, 2014a, 24 January) and *Raksasa Bhairawa Pengasah Parang* (Bhairawa, the Blade Wielding Giant) (Teater Koma, 2014b, 24 January), are showcased from September to December 2013 and promoted via social media networks. Research done by Soerjoatmodjo (2014) highlights how storytelling be used to cultivate public engagement to appreciate cultural heritage.

The program continues in May-October 2014, encompassing *Raksasa Bhairawa Pengasah Parang* (Bhairawa, the Blade Wielding Giant) (Teater Koma, 2014b, 24 January), *Monalisa dari Singhasari* (Monalisa from Singhasari) (Teater Koma, 2014a, 4 November), *Semerbak Penggoda Raja Kelana Pelaut* (The Fragrance that Launched a Thousand Ships) (Teater Koma, 2014b, 4 November), *Wayang Kalijaga, si Brandal Lokajaya* (Kalijaga's Shadow Puppet, The Thug from Lokajaya) (Teater Koma, 2014c, 4 November), *Ribut-Ribut si Bumbung dan si Coak* (Bumbung and Coak's Salvo Serenade) (Teater Koma, 2014d, 4 November), *Nenek Moyangku Orang Pelaut* (Sailors are My Ancestors) (Teater Koma, 2014e, 4 November) and *Habis Gelap Terbitlah Terang* (Through the Darkness Into the Light).

This writing is a follow up from previous research done by Soerjoatmodjo (2014). It investigates further by zooming in on the decision-making process which leads to family to take part in the program. The purpose of this research is to uncover family decision-making process to participate. The objective of the writing is to address the following question: how families undertake their decision-making process to appreciate cultural heritage through AkhirPekan@MuseumNasional program?

2. Literature review

Previous research done by Soerjoatmodjo (2014) showcases how storytelling be used to create public engagement with cultural heritage. It resonates with Simşek & Kesici (2012) that creative approaches can effectively be used in museum learning by developing a sense of belonging. Günay (2012) and Shamsidar, Abbas, Yusof & Taib (2013) have documented how appreciation of cultural heritage contributes to children's intellectual, physical, emotional, cognitive, social and aesthetical developments. Museums bring families together for quality interaction, hence it is no surprise that museums target families as main consumers (Haas, 2007). Shamsidar, Abbas, Yusof & Taib (2014) zoom in on museum learning, in which parents can shape children's understanding about museum collection, duration of stay in the museum and the overall learning experience as facilitators.

Relation of this study to previous research is that despite of the benefits of museum learning, Lupu, Laurentiu & Norel (2013) recognize that parents prefer spending time with their children in other activities rather than taking part in cultural variants. Meanwhile, research on museum family programs in Teo, Khan & Rahim (2013) focuses only on the family duration of stay and spending behavior. Further studies are needed to examine how families get involved in cultural heritage appreciation in museums, as highlighted by Aslan & Aslan (2012). Better understanding would hopefully contribute to museums all over Indonesia - a total of 262 (Munandar et al., 2011).

From literature reviewed, issue of this research is the decision-making process undertaken by families participating in AkhirPekan@MuseumNasional. The family comprises of at least two individuals – a householder and another individual related to him/her - based on blood, marriage or adoption ties (Peter & Olson, 2010). A family comprises of members interacting and influencing each other. Family decision-making is a complex, situational as well as a dynamic process which needs to be understood as a whole.

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