PROCEEDINGS
The 2019 International Conference on Culture, Technology, and Tourism (CTT)

Universitas Prasetiya Mulya,
BSD Campus, Tangerang
3 – 4 December 2019

Prasetiya Mulya Publishing
2019

TABLE OF CONTENT

PREFACE

For hundred thousands of years humans have coped with scarcity, strange long and very long climatic cycles and weather oscillations, natural disasters and other vagaries through incremental and revolutionary innovations. Each time a major change or cycle is overcome civilization moves one ladder up.

We are currently at the threshold of a mind-boggling punctuated equilibrium: the age of complex technology system. Science and technologies from all streams unify to advance together with the help of digitization, a "grand unification" of a kind. Human made things rise in intelligence, learning at a speed which is inconceivable to humans thanks partly to the lack of instincts that often time inhibit human creativity. Borders between industries are abolished as one observes in car making with the arrival of a completely alien participant like Tesla and Google. The speed of adoption and diffusion accelerates at a breath-taking pace. Users of technologies in good and service industries as well as in households feed new insights in real time back to producers, enabling thereby real time redesign. Learning institutions and users of knowledge collaborate to pool resources together in a multitude of networked platforms, or global information commons.

We face the same age in the tourism sector. We need emphasize the sustainability of tourism which require integration of cultural and technology today. Tourism is a double-edged sword. On the one hand, it significantly has increased the world economy. On the other hand, this industry contributes to various environmental damage. We need a critical thinking in developing tourism. Do not let this technology euphoria ruin the future of our next generations. Every year, millions of people in the world go on trips. The question is, does this activity make the world better? Not only environmental damage, another challenge faced by the world of tourism is changing consumer behavior.

On that closing notes I hope that the innovation ideas presented in this 2019 International Conference on Cultural, Technology, and Tourism will serve as impetus for us to walk tirelessly and creatively the difficult but rewarding path to human progress.

Prof. Dr. Djisman Simandjuntak
Conference Chairman

ORGANIZING COMMITTEE

Conference Chairman   : Djisman S. Simandjuntak
Steering Committee   : Agus W. Soehadi, Member
                                      Eka Ardianto, Member

Organizing Committee   : Antonius Puspo Kuntjoro, Chair
                                      Made Handijaya Dewantara, Co-chair
Secretariat   : Harriman Saragih, Coordinator
                                      Novi Amelia, Member

Finance   : Retno Yuliati

General Affair   : Yurisa Aurora, Coordinator
                                      Leli Ira Novita, Member
Event   : Peni Zulandari S., Coordinator
                                      Luki Safriana, Member

Journal/Proceeding   : Eko Yulianto, Coordinator
                                      Heronimus Maryono, Member

Call for Paper   : Leonis Marchalina, Coordinator
                                      Rizqa Tsania, Member

LO Team for Government,
Practitioner, and Academicians   : Dini Angraeni Sirad, Coordinator
                                      Nakita Sabrina Camelia, Member
                                      Dewa Gede Sidan Raeskyesa, Member
                                      Ridha Aditya Nugraha, Member
Coordinators of Moderators
(Panels & Tracks)   : Yudho Hartono

IT & Support   : Irawan Eka Surya, Coordinator
                                      Gautama Himawan, Member

Website, Social Media, and PR   : Barry Christian Setiadi
                                      Lie Johan Herry Santoso
                                      Okky Viniandra
                                      Gisca Agustia

Documentation   : Yeni Renati
Student Team Coordinator   : Elfira Fitri Wahyono
Ticketing and Accommodation   : Florentina Purwanti
Food and Beverage   : Windy Listi Riani
Property (rooms & facilities)   : Fajar Tri Baskoro
                                      Rena Noviana
                                      Rama Wibowo

Event Schedule

DAY 01
3 December 2019

TIME	SPEAKER	SUBJECT
🕐 08.30 – 09.00	Minister of Tourism and Creative Economy with Rector of Universitas Prasetiya Mulya	Opening Ceremony
🕐 09.00 – 09.45	Keynote Speech - Prof. Marianna Sigala (University of South Australia) with Prof. Dr. Djisman Simandjuntak (Rector of Universitas Prasetiya Mulya)	Culture and transformational experience design in tourism: the role of art, technology and story telling
🕐 09.45 – 10.00		Coffee Break & Networking Session
🕐 10.00 – 12.00	Prof. Mari Elka Pangestu, M.Ec., Ph.D. - Former Minister of Tourism & Creative Economy	Panel Session 1
	Ir. Wiratno, M.Sc. - Dirjen KSDAE Kementerian Lingkungan Hidup & Kehutanan	
	Edwin Darmasetiawan - Director of Development ITDC (Indonesia Tourism Development Cooperation)	
	Prof. Adrian Vickers (University of Sydney)	
	moderated by Redha Widarsyah - Universitas Prasetiya Mulya	
🕐 12.00 – 13.00		Lunch Time
🕐 13.00 - 14.45	Prof. M. Baiquni (Universitas Gadjah Mada)	Panel Session 2
	Daniel Surya - Executive Chairman of WIR Group	
	Sufintri Rahayu (PR of Traveloka)	
	Dr. Ir. Tri Rismaharini, M.T. - City Mayor of Surabaya	

Time		Subject
	moderated by Prof. Agus W. Soehadi (Dean, School of Business and Economics - Universitas Prasetiya Mulya)	
14.45 – 15.15		Coffee Break and to PMBS Building
15.15 – 17.00	All presenters and participants	Track Parallel Sessions
	Accompanied by 10 moderators	
17.00 – 17.15		All Participants go to Auditorium
17.15 – 18.00	Dr. Suhendroyono, SH., MM., M.Par., CHE. - Head of Hildiktipari	Journal of Association; Book Chapter Launching; Closing Ceremony
18.00 – 19.00	Master of Ceremony	Best Paper and Best Presenter Announcement

DAY 02
4 December 2019

TIME	SUBJECT
08.00	Pick Up at Univ. Prasetiya Mulya BSD
08.30 – 09.30	Departure from Campus BSD and arrive at Lebak Bulus MRT Station
10.00 – 10.30	MRT Experience from Lebak Bulus to Plaza Indonesia Exit (Bundaran HI)
10.40	Pick Up service by bus
11.00 – 12.00	Arrive at National Museum and Museum Tour
12.30 – 13.30	Lunch at Historia Café
14.00 – 14.30	Free Photo Activities at Fatahillah Square
14.30 – 16.00	Museum Tour at Museum 3D

The 2019 International Conference on Culture, Technology, and Tourism (CTT)

Universitas Prasetiya Mulya,

BSD Campus, Tangerang

3 – 4 December 2019

ABSTRACTS

EDUCATIONAL TOURISM FOR COLLEGE STUDENTS: A CASE OF BERUGA' ALAM INSTITUTE

Marham Jupri Hadi*, Tarmizi**, Siti Rahmi***

*University of Nahdlatul Wathan Mataram
**Beruga' Alam College
***MAN 2 Mataram

ABSTRACT

Education tourism refers to travel program to a location with primary goal is to engage in a learning activities directly associated with tourist destination. The current study explore the practice of edutourism as practiced by Beruga' Alam Institute which involved college students of English language education. This case study employed participant observations, in depth interviews, and documentation to gain deep understanding regading the case under study. 13 participants consisting of 7 students of English language education, a program coordinator, 2 tour guides and the head of the institute took part in the interviews. Collected data were analyzed interactively to draw conclusion of the study. The findings of this study revealed that the concept of educational tourism practiced in Beruga' Alam Institute reflected its five fundamental vision namely: a) well behaved; b) being insightfull; c) being skillfull; d) being self reliant and; e) contribution. The promoted model of edutourism in Beruga' Alam begins with meditation, followed by exploration, reflection and ended with publication. These stages feature every edutour program. The edutour programs offered to college students include nature exploration, art and culture exploration, Kings and Saints (graveyards) visits, charity and social life exploration, staying with the locals, local figures visits and other programs. Students were also offered short courses like photography writing, cooking class, and public speaking during the tours. Finally, based on the participants reflection on their edutour experiences, all of them express positive views on the programs and were willing to participate in the future edutour programs.

Keywords: Edutourism; Beruga' Alam Institute; Meditation; Exploration

CONSERVATION OF LOCAL CULTURE IN REOG PRAJANARA COMMUNITY'S BASECAMP INTERIOR DESIGN

Maria Fransisca L.C*., Thetania Mega*

* Departement of Art and Design, Petra Christian University

ABSTRACT

Indonesia has an adequate performing art resources that needs to be conserved. This article is one of a strategy to conserve local culture through the interior design. Local culture becomes the source of ideas to be implemented in interior design that can benefits society. This design aims to give solutions for activity needs in space especially for Reog PRAJANARA Surabaya Community. Moreover, this design is expected to be able to introduce about Reog itself to a wide society. This design is also expected to be an appeal for Surabaya's cultural tourism. The method used in this design is Design Thinking method, which includes understand, observe, point of view, ideate, prototype, and test step. The concept for this design is "Connect to Unite". The design result is a basecamp for Reog Surabaya community which includes a theater, museum, merchandize area, office, and hanging spot.

Keywords : Performing Art Community, Culture, Interior Design, Tourism

TOURISM MARKETING 3.0 ON MANGUNAN ORCHARD TO CREATE SUSTAINABLE TOURISM IN YOGYAKARTA (CASE STUDY)

Agung Sulistyo*, Rosalina Nur Annisa*

*Hotel Departement, Ambarrukmo Tourism Institute Yogyakarta

ABSTRACT

The concept of *Tourism Marketing 3.0* has been applied by several tourist destinations in the world to attract tourist visits. The indicators used are *Technology Change, Political Legal Change, Economic Change, Socio-Culture Change* and *Market Change.* The number of tourist attractions popping up in Yogyakarta encourage managers to set the right strategies and plans so that the tourist attraction of the Mangunan Orchard is increasingly in demand. The purpose of this study is to analyze the application of the concept of *Tourism Marketing 3.0* on the tourist attraction of the Mangunan Orchard, in order to attract tourist visits. This research uses a qualitative method with a descriptive approach combined with the concept of *Tourism Marketing 3.0* analysis. Data collection in this study uses in-depth interviews, observation, documentary methods, visual material methods, and literature study. The subjects of this study were several people who came from the Department of Agriculture, Food, Maritime Affairs and Fisheries, the Department of Tourism, Managers in the field, as well as several tourists who visited the Tourist attraction of Mangunan Orchard. Based on research that has been done, the results obtained that the tourist attraction of the Mangunan Orchard is not in accordance with the concept of *Tourism Marketing 3.0.* This is because the attributes used: *Technology Change, Political Legal Change, Economic Change, Socio-Culture Change* and *Market Change* have not been fully applied. With these results, the right strategies and programs are needed in applying the concept to attract tourist visits.

Keyword : Tourism, Marketing 3.0, Tourist, Attraction, Suistainable

THE INFLUENCES OF GLOBAL TOURISM TO RURAL VERNACULAR LIVES: CASE STUDY OF GIRITENGAH VILLAGE, BOROBUDUR, INDONESIA

Titin Fatimah*, Klara Puspa Indrawati*, Nafi'ah Solikah* and Theresia Budi Jayanti*

* Departement of Architecture and Planning, Faculty of Engineering, Universitas Tarumanagara, Jakarta

ABSTRACT

Borobudur Temple as a world heritage site has been major tourism destination in Indonesia. Actually, local guides have initiated rural tourism program since 2004 to enrich Borobudur visitor's experience into natural nuance of village life. Giritengah, one of the villages, becomes case study of this paper due to its valuable historical and cultural potentials. A crowd of photographer communities have found spot in several hills around Giritengah to capture wonderful moment of sunrise. Through social media, these get bigger and frequent, thus motivated groups of locals to operate the spots. However, non-collective management of rural tourism in Giritengah creates social conflicts and profit competition among them. This paper elaborates influences of global tourism to Giritengah vernacular lives culturally and economically. This researchs uses qualitative method with observation, interviews, cultural mapping and literature study as data collection. Research result showed Giritengah received direct and indirectly influences from tourism activities in the area. From the economic dimension, there are a number of villagers who work on tourism sectors. From the social cultural dimension, the existence of interaction with outsiders (in this case is tourist) has influenced the mind set and life style of the villagers.

Keywords : Giritengah. Global tourism, Vernacular, Rural tourism, Cultural mapping

THE APPLICATION OF HYGIENE AND SANITATION AS AN EFFORT TO IMPROVE THE QUALITY OF PATISSERIE PRODUCTS

Dendi Gusnadi*, Riza Taufiq*

* Telkom University

ABSTRACT

In the past, the hospitality industry has been known as a service industry that offers lodging or room services. As time goes by, it also provides food and beverage service. The outlet or department that usually handles this service is the Food and Beverage Department. Patisserie is one of the sections which is in charge of providing cake, as well as hot and cold bread products. This section is a very busy since it deals with almost eighty percent of breakfast and coffee break daily. The application of hygiene and sanitation will greatly affect product quality and directly affect the health of consumers and the health of food handlers. The application of hygiene and sanitation at patisserie will be felt directly by guests so that it directly affects the image of the hotel. The results showed that efforts to apply hygiene including personal hygiene, uniform, and food hygiene as well as efforts to apply sanitation to the work environment including equipment sanitation, waste disposal system, and food sanitation.

Keywords: Hygiene, Sanitation, Patisserie Product Quality

HERITAGE TRAIL PLANNING FOR PASAR BARU - KWITANG – CIKINI IN THE REGENERATION OF JAKARTA CITY BASED ON CULTURAL HERITAGE TOURISM

Dr. Ir. Sarojini Imran, M. Si.*

* Departement of Tourism, Pancasila University

ABSTRACT

The planned relocation of the capital from Jakarta to Penajam Paser Utara Regency, East Kalimantan, will cause the city of Jakarta to change the identity of the city, which was previously the central government. The history of changes in the former capital, namely Bukit Tinggi City and Yogyakarta, shows the regeneration of the city as a heritage and cultural tourism destination. Jakarta also has the potential to become a city of cultural tourism destination, besides having many historic buildings and cultural centers. Most people regard the heritage area in Jakarta is only Kota Tua, even though there are areas more critical in terms of historical value and heritage of historic buildings, especially buildings as the history of the formation of the Indonesian state. For example, it is the Pasar Baru-Kwitang-Cikini heritage trail, which has more than 28 historic building points that have the potential to become heritage tourism areas, but very few understand them due to the lack of support for supporting heritage tourism areas. This study aims to identify the potential of the Pasar Baru-Kwitang-Cikini area for developed as a heritage trail. This research uses qualitative methods, data collection, and semi-structured interviews. Descriptive analysis through multi-disciplinary discussions between History, Urban Planning, Tourism, and Socio-Culture. By presenting spatial analysis from one region to another in the assessment of the inheritance trail. The results of this study indicate that the Heritage trail of the Pasar Baru-Kwitang-Cikini inheritance is a potential pathway for city regeneration to revive historical and cultural areas. With a combination of preserved building potentials and cultural areas that can start heritage areas become Heritage tourism destinations.

Keywords : Heritage trail, Urban Regeneration, Culture Square, City Tourism

SMART TOURISM: A CONCEPTUAL MODEL

Stevanus Wisnu Wijaya*, Agus W Soehadi*, Permata Nur Miftahur Rizky*, Sesaria Kikitamara*

*Universitas Prasetiya Mulya

ABSTRACT

This paper presents a conceptual model of smart tourism and how it can be measured. Smart tourism is an emerging field of studies as a consequences of rapid adoption of information and communication technologies which affect to people mobility around the world. Although there is a growing interest of researches in smart tourism, however there is lack of theoretical model which defines smart tourism of developing countries context. Drawing from a qualitative study approach, we discuss the model of smart tourism which covers various dimensions of smartness and tourism aspects. In this model, we emphasize the sustainability of destinations which require active participations of the local people around the destinations, the government as policy makers, business community and the tourists. Then, we describe smart tourism into 4 dimensions including smart experiences, smart business ecosystems, smart community and smart destinations.

POST-DISASTER MANAGEMENT IN TOURISM DESTINATION: A CASE OF TANJUNG LESUNG, INDONESIA

Shandra Rama Panji Wulung [*] , **Cep Ubad Abdullah** [*] , **Ersy Ervina** [**]

[*] Tourism Education, Universitas Pendidikan Indonesia, Jl. Setiabudhi No. 229 Bandung 40154, Indonesia.

[**] Telkom University, Jl. Telekomunikasi Terusan Buah Batu, Bandung 40257, Indonesia

ABSTRACT

The Sunda Strait tsunami is one of the natural disasters that hit tourism destinations, including ones in Tanjung Lesung, Indonesia. To this relation, it is important for tourism destination managers and stakeholders to be involved in the post-disaster response. The main objective of this study is to identify the efforts of Tanjung Lesung tourism destination management in post- disaster response after the Sunda Strait Tsunami. This study employed a qualitative method aiming at exploring the roles of tourism destination managers. The data used in this study included both primary and secondary data. The primary data were obtained through observation, interviews, and documentation in Tanjung Lesung tourism destinations. In the meantime, the secondary data were obtained through literature study, government policies, books, and reports from relevant stakeholders. Qualitative descriptive analysis and content analysis were used in this study. The study found that the efforts of Tanjung Lesung tourism destination management at the post-disaster response stage include emergency preparedness and management activities supported by stakeholders, both national and international, which aim to protect affected populations and limit initial disaster damages and minimize damages from secondary impacts. In addition, Tanjung Lesung tourism destination managers prevent disproportionate media coverage. On the other hand, there are findings that indicate a lack of understanding and preparedness of destination managers for disaster risk reduction efforts. This research can be a reference for other tourism destinations, especially coastal tourism destinations, in supporting sustainable tourism destinations.

Keywords: *Disaster Risk Reduction, post-disaster response, Tanjung Lesung Tourism* Destination, The Sunda Strait Tsunami

SYNERGIZING LOCAL LANGUAGE AND TECHNOLOGY TO PROMOTE THE SUSTAINAIBILITY LOCAL TOURISM IN SOUTHEAST MINAHASA-NORTH SULAWESI

Isnawati Lydia Wantasen*

*Universitas Sam Ratulangi, Manado, North Sulawesi

ABSTRACT

Minahasa is the biggest tribe in North Sulawesi, one of the tribes is Southeast Minahasa. The regency has some sub-tribes along with its local language as Ponosakan is the locus of the research. Language is an essence, a fascinating phenomenon because of its unique role in capturing the breadth of human thought. The linguists records that this language has endangered one due to the limitless of the speaker. Big effort in many ways has been doing by local government to promote for the sustainability. Technology plays important role in supporting the endangered language and its tourism object as well in online community. By creating and generating the small group discussion or communal events could produce the industrious product dealing the natural and human resources, namely ecological conservation. Qualitative and quantitative method are applied in this research by using social media—facebook and instagram as the material data. The comments and personal information are gathered from in-depth interview and comments from those social media. Marshall McLuhan's theory of "Global Village" is used to illustrate of the development on technology and information as the big village enclosing people in it. The result shows that the using and practicing the local language as vehicle of communication enhance the sustainability of cultural heritage.

Keywords: local culture, technology, tourism, social media, sustainability

ENHANCING TOURISM VALUE THROUGH SPACE AND PLACE ACTIVATION AT GABUSAN-MANDING-TEMBI VILLAGES TOURISM CORRIDOR

Irina Mildawani*, Veronika Widi Prabawasari*

* Departement of Architecture, Gunadarma University

ABSTRACT

Gabusan-Manding-Tembi were three villages close to Yogyakarta known as the GMT villages, located along the corridor of main tourism road between Yogyakarta and Parangtritis Beach. The distance between each village and the absence of architectural uniformity were among the obstacles in creating the unity development concept of these GMT tourism connecting corridor. This condition hindered the unity characteristic of architectural facilities for tourism. There were plan and design proposal to build recreational facilities in contemporary architectural styles along the corridor between the traditional villages This paper aimed to examine to what extent the theory of space and place activation could create the awareness of global spirit of universalism architecture. The research methodology was qualitative and visual observation. The result was to support public policy in making a livable landscape and cultural tourism activities which strengthen the unique characteristic the GMT tourism corridor. It was hoped that this corridor would increase the local people opportunity of participation to enhance tourism value through space and place activation along the main corridor of Yogyakarta to Parangtritis Beach. Furtherly it was hoped that the visitors would enjoy the ambience of traditional Javanese villages in a sustainable contemporary landscape and cultural tourism.

Keywords: Gabusan-Manding-Tembi (GMT) villages tourism corridor, Space and place activation, Cultural tourism, Traditional and contemporary architecture

THE STRATEGIC ISSUES IN THE DEVELOPMENT OF COMMUNITY-BASED TOURISM: AN EXPLORATORY STUDY IN GIRI EMAS VILLAGE

N.Trianasari*, Putu Indah Rahmawati*,Naswan Suharsono**,

* Management Department, Universitas Pendidikan Ganesha

**Department of Economic Education, Universitas Pendidikan Ganesha

ABSTRACT

Despite being perceived as an alternative to mass tourism particularly to improve rural economy, community-based tourism (CBT) has several challenging areas that have not much been addressed. Indeed, while the stress has been on the community aspect, the involvement of community remains questionable. This paper reports on the results of a qualitative study that explored strategic issues in the development of CBT. More attentions were given to critical aspects that related to the community. Data were collected from villagers of Giri Emas Village using focus group discussions. The results indicated six major themes. They were low participations of local community, lack of skill, reliance on external funding, local political issues, skeptical attitudes, and lack of sense of ownership. It is therefore recommended that developer and policy makers should pay attention on these issues in developing CBT. Each element is further discussed outlining areas for future research. In additions, limitation of the study is also acknowledged.

Keywords: Community-based tourism, Community participation, Giri Emas Village, Rural tourism, Sustainable development

THE TOURIST PERCEPTION TOWARDS SERVICE QUALITY AT NGURAH RAI AIRPORT: CASE STUDY ON RENOVATION TOWARDS POST ERUPTION 2018

Made Handijaya Dewantara, M.Pro*, Leonis Marchalina, Ph.D*

*School of Business and Economics, Universitas Prasetiya Mulya

ABSTRACT

Infrastructure development plays important role to economic growth in Indonesia, especially for tourism sector, for those related to tourist accessibility. Central government then renovated the main entrance of foreign tourists in Indonesia, Ngurah Rai Airport - Bali. Unfortunately, airport renovations that have absorbed trillions of financial budget will not immediately have a positive impact on tourists, without the support of quality services either to reach or even exceed tourist expectations. This study aims to get an overview of the role of airport infrastructure in supporting tourism in Bali and the perception of foreign tourists about the quality of service in it. This study attempted to identify the tourist behavior and perspectives related to their satisfaction of service quality after the renovation of Ngurah Rai airport due to the eruption disaster. This research was conducted by conducting a focus group discussion with PT Angkasa Pura I and conducting in-depth interviews to 10 foreign tourists who have or have used airport facilities. The study was conducted during period of September-October 2019. Data analysis has been carried out in a qualitative descriptive by also applying relevant theories. The results showed that visitors' perceptions of Ngurah Rai Airport, from secondary data showed a positive result, increasing since 2015, with final score of 4.81. Three dimensions of service quality are servicescape (space layout, ambient, conditions, signs, symbols: cultural dimensions); service personnel (attitudes, behaviors, and expertise); and services (productivity, maintenance, and leisure) are still remain tremendous, although there are still some elements from expertise and space layout that still needs improvement.

Keywords: Tourist perception, Service quality, Accessibility, Ngurai Rai airport, Bali

THE SOCIAL CAPITAL AS MAIN PILLAR FOR TOURISM INDUSTRY

**Made Handijaya Dewantara*, Dewa Gede Sidan Raeskyesa*, Alavi Ali*,
I Dewa Made Agung Kertha Nugraha****

*Universitas Prasetiya Mulya
**Program Studi Manajemen, STIE Indonesia Banking School

ASTRACT

The preparation of physical infrastructure carried out by the government is indeed worthy of being appreciated. However, developing ten tourist destinations as "New Bali" to foster the economy can be a failure if it only touches the financial and physical capital side but does not look at social capital. This research was conducted to answer how social capital could attract more tourists as the central pillar of the tourism industry. The concept of social capital derives from questioning upon two traditional perspectives dominating the festivity of intellectual discussion on the matter of understanding and explaining human behavior; rationalists and structuralists. The social capital framework maintains that a comprehensive understanding of human behavior requires multi-dimensional approaches, social capital theory, which integrates considerations of both an individual's rational decision making and the social, relational, and structural aspects of that decision making.

The research was conducted using a qualitative approach. There were several focus group discussions held in four main areas in Bali, between a period of October 2019, in line with several significant events in Bali, including Bali Readers and Writers Festival and Nusa Dua Fiesta. Interviews and Observations were used to describe qualitatively, how could social capital attract more tourists to visit Bali and stands as main pillars for the tourism industry in Bali. Four main dimensions of social capital were found during the research, including social network support, personal relationships, civic engagement, and trust (cooperative norms). Although several challenges and new upcoming cases came from stakeholder's support, residents had put their best efforts to keep and maintain the sustainability of social capital to support the tourism industry in their mainland. These four dimensions could be identified and replicated in other islands, that purposively developed as new priority destinations of state government.

Keywords : social, relationship, engagement, traditional

TECHNOLOGY APPLICATION IN MUSEUM

Peni Zulandari Suroto, M.M.*, Aulia Ardista Wiradarmo, M.Sc.**, Made Handijaya Dewantara, M.Pro.*

*School of Business and Economics, Universitas Prasetiya Mulya
**School of Technology, Engineering, and Mathematics, Universitas Prasetiya Mulya

ABSTRACT

With collections in form of historical objects, as well as objects related to human culture, museums have taken an important role in providing education, especially for tourists who visiting a destination. However, at its conditions who have lacks of innovation, has implications for the declining number in interest of tourists to come and dig deeper into the collections in the museum. The form of innovation carried out in this art exhibition uses technology, including artificial intelligence. These forms of innovation that have been carried out by the art exhibition performance form should also be replicated by other museums in Indonesia. The research will be conducted to answer how could technology applied during social arts performance at the museum?

Research will be conducted by inviting some practitioners of technology application at museum, augmented reality, virtual reality, private sectors, government (both central and local government), and museum administrator. Focus group discussion and depth observation will be conducted on January in several areas in Jakarta. This research is expected to answer interaction and immersion model which could still be remain after technology applied at museum. It is also expected to answer in which ways technology could be immersed in visitor's experience with technology that could be classified into non-immersive (within a screen), semi-immersive (projected into a huge screen or a wall), and fully immersive (with a headset such as Virtual Cardboard or Oculus Rift). Interaction and immersion model will be linked with six dimensions of well being experienced, that should be occurred for visitor's journey at the museum, including self-acceptance, positive relations, autonomy, environmental mastery, personal growth, and purpose in life.

Keywords: Immersion, Interaction, Journey, Experience, Museum, Technology