

# Attraction Factors to Borneo Cultures Museum

By

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## *Abstract*

*The purpose of this study is to find out the attraction factors to the Borneo Cultures Museum. The museum is a historical place that is perfect for visiting on weekends and holidays. The researcher focused on three research objectives which are to identify the factors that cause visitors to be satisfied with the information on the exhibition panel, to study the measures to attract the interest of visitors to the museum and to analyse the importance of museum institutions to visitors. The methodology used by the researcher is a quantitative method. In conclusion, the attraction factor needs to be improved and taken seriously so that the museum institution continues to move forward. The implication is that this study is very useful as a reference by museum management, future researchers, and the public.*

**Keywords:** *factor, attraction, visitors, Borneo Cultures Museum*

## **1.0 Introduction**

In this study, it was learned that conducting a study on a museum in Sarawak. The museum is a new museum that just opened at the beginning of March last year which is the year 2022. The study conducted is in the Borneo Cultures Museum where a modern five-storey building with its own architectural design reflects Sarawak's unique traditional crafts and rich cultural heritage. This new museum has become a lively place with the arrival of visitors who always fill the place. In addition, the auditorium and function room on the first floor have hosted various events and other programs. In addition, there are several other

places provided to facilitate visitors' affairs, namely providing reception desks, restaurants, and shops.

Next is the Children's Gallery and Arts and Crafts Gallery located on the second floor where the Children's Gallery has provided an optimal interactive learning environment for children through exhibitions and activities. The exhibition and activities carried out are based on the theme of 'Love Our River' which focuses on sustainability using the river as the basis of the exhibition's narrative. Meanwhile, the Arts and Crafts Gallery allows visitors to learn skills about traditional dance and music.

In addition, the largest gallery is on the third level with an area of 2,188 square meters of exhibition space. 'In Harmony with Nature' is the theme of the exhibition and it explores the relationship of local communities with the natural environment. The theme has been based on the journey of the river that passes through three main geographical regions. On the fourth floor is the 'Time Changes' exhibition which has a display with a strong focus where it will cater to school groups as well as topics covered in the history curriculum.

Among others is that on the fifth floor, the museum's greatest works and the best examples of Sarawak's material culture have been exhibited on this floor. The 'Objects of Desire' gallery will have a strong focus of objects that make visitors admire the artistic beauty of these artifacts. In this gallery, various exhibitions are held such as artifacts that reflect skilled craftsmanship, have designs with divine power. Therefore, this study is based on the Attraction Factor to the Borneo Cultures Museum (BCM). In addition, this study also includes some knowledge about Borneo, which is the third largest archipelago in the world, the largest in Asia. It is said that the Borneo area has 73% belonging to Indonesia, Kalimantan. And for the rest belongs to Malaysia which is through two states namely Sabah and Sarawak. Whereas, Brunei only owns 1% and the name Borneo once existed in conjunction with the name Brunei which was controlled by Brunei Darussalam.

However, almost all of Borneo is controlled by the Sultanate of Brunei. Most of the interior parts of Borneo were previously filled with Dayak ethnic tribes where they practiced headhunting or "*ngayau*". Next, in the 19th century, James Brooke took over Sarawak which had been authorized by the Young Raja to rule the Sarawak area especially around the Sarawak River.

Before World War II, North Borneo was legally controlled by the British where they carried out trade activities, as well as some areas controlled by the Sultanate of Brunei and the Sultanate of Sulu initially from the Sulu Islands in the western part of Borneo and the southern Philippines. However, at that time, South Borneo was legally controlled by the

Dutch who carried out trade activities. In the Japanese attack on Borneo, the British did not have the power to defend Borneo but a small part defended Borneo as guerrillas. This matter has been through parties from the United States who tried to help donate weapons for the guerrillas but failed. In conclusion, the research carried out provides some knowledge about the Borneo islands.

## **2.0 Literature Review**

In order to increase knowledge, it is necessary that every word written has its own meaning. Therefore, according to Crozier (2006) a factor is an element that can influence performance. However, in contrast to, Morris (1973) stated that a factor is something that actively contributes to performance, results, and processes. According to Suryatni (2020) factors are things or conditions, which also cause something to happen. In addition, the article also states the factors influencing the appearance of interest in something where the matter can be made into two sources.

Attraction is a travel decision and motivation where it is caused by the attractive tourist destination. (Prayag & Ryan, 2011). Furthermore, accessibility is also considered a general attraction factor. (Wendel et al., 2012). However, attractive resources can offset the effect of accessibility to a destination even if it is the last resort to influence travel decisions. There are several factors that cause this pull factor to happen.

As for the economic attraction factors according to Zoelle (2011) that the factors that attract tourists include the index with hopes for jobs, better housing. Even with a lot of income and food and a high standard of living. For example, this is based on the better life index. This can make it a tourist destination of choice for many immigrants.

Moreover, according to Thet (n.d.). expressing social and cultural importance in migration or tourism. Family conflicts, efforts for independence among the causes of migration, especially the younger group. Not only that, modernity such as good communication such as transportation, the effects of watching television, movie theatres and many more encourage migration to happen.

In addition, according to Kechot et al. (2012) understanding of the museum also states about the content in a museum that has various types of heritage according to the purpose and goals of a museum developed.

In addition, a museum can be defined as an institution to preserve or store various treasures of the historical and cultural heritage of a country. (Ahmed, 2016).

The meaning of culture in English is "culture." The original Latin word is "colere." So, this means the life of the community that always takes care and makes various actions that can produce cultural actions (Endrawasra, 2006).

According to Bakar (1987 as cited in Subramanian 2015) stated that the definition of culture is something that is difficult to describe and this has a very broad understanding.

According to Tylor (1958 as cited in Subramaniam 2015) said culture as a complex entity can include various fields. Furthermore, the figure also stated culture as the study of human thought based on action.

According to Suyadi (2015), a visitor is a journey made by an individual or a group of people who come to a certain place for the purpose of recreation, personal development, as well as learning the uniqueness of the attractiveness of the tourist place visited in a temporary period.

In addition, according to Mustafa (2015), visitors are visitors who visit the museum for the purpose of learning, education, fun, personal affairs, vacation and so on.

In addition, Hassan (1997) visitors are referred to those who visit a chosen destination regardless of nationality, travel distance, stay overnight or otherwise and the visit has a purpose other than to work.

### **3.0 Research Objective**

1. To identify the factors that cause visitors to be satisfied with the information on the exhibition panel.
2. To study the steps to attract the interest of visitors to the museum.
3. To analyse the importance of museum institutions to visitors.

### **4.0 Research Methodology**

Quantitative research has been used by researchers to find out the problems that exist. The questionnaire was distributed to 384 respondents. The researcher has focused on visitors at the

Borneo Cultures Museum. The questionnaire was distributed to visitors who visited the museum. The study area was chosen because it was found that this museum has received response from the public compared to other museums. The age of the respondents is around 18 years and above. Data analysis was done using the Statistical Package for the Social Science (SPSS) software.

## 5.0 Research Findings and Conclusion

### 5.1 The use of visual methods in the exhibition panel information

	Frequency	Percent (%)
Strongly Agree	177	46.1
Agree	167	43.5
Not Sure	26	6.8
Do Not Agree	12	3.1
Strongly Disagree	2	.5
Total	384	100.0

The diagram above shows the distribution of respondents' knowledge about the use of visual methods on exhibition panels. A total of 46.1% of respondents strongly agree with the use of visual methods in the museum exhibition panel, equivalent to 177 respondents. Meanwhile, as many as 43.5% agreed with 167 respondents. There are 6.8% of respondents who are not sure about the use of visual methods in the exhibition panel equal to 26 people. A total of 3.1% did not agree that the use of visual methods in the exhibition panel which is equivalent to 12 respondents. In addition, a total of 2 respondents strongly disagreed about the use of visual methods in the exhibition panel equal to 5%.

### 5.2 Font size that is easy to read

	Frequency	Percent (%)
Strongly Agree	175	45.6
Agree	161	41.9
Not Sure	27	7.0
Do Not Agree	13	3.4
Strongly Disagree	8	2.1

Total	384	100.0
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The diagram above shows the distribution of respondents' knowledge about the font size that is used to be easy to read. A total of 45.6% of respondents strongly agree with the font size that is easy to read in the museum exhibition panel, equivalent to 175 respondents. Meanwhile, as many as 41.9% agreed with 161 respondents. There are 7% of respondents who are not sure about the font size that is easy to read in the exhibition panel equivalent to 27 people. A total of 3.4% disagreed that the font size is easy to read which is equivalent to 13 respondents. In addition, a total of 8 respondents who strongly disagree about their knowledge of what an exhibition panel is equal to 2.1%.

### 5.3 The museum needs to add new exhibits

	Frequency	Percent (%)
Strongly Agree	172	44.8
Agree	173	45.1
Not Sure	24	6.3
Do Not Agree	13	3.4
Strongly Disagree	2	.5
Total	384	100.0

The diagram above shows the distribution of respondents' knowledge of adding new exhibits. A total of 44.8% of respondents strongly agree with adding a new exhibition at the museum, equivalent to 172 respondents. Meanwhile, as many as 45.1% agreed with 173 respondents. There are 6.3% of respondents who are not sure about adding a new exhibition in the museum equivalent to 24 respondents. A total of 3.4% did not agree that adding a new exhibition which is equivalent to 13 respondents. In addition, a total of 2 respondents strongly disagreed about adding a new exhibition equal to 0.5%.

### 5.4 The government encourages tourism to the museum

	Frequency	Percent(%)
Strongly Agree	156	40.6

Agree	183	47.7
Not Sure	28	7.3
Do Not Agree	11	2.9
Strongly Disagree	6	1.6
Total	384	100.0

The diagram above shows the distribution of respondents' knowledge about encouraging tourism to museums. A total of 40.6% of respondents strongly agree with encouraging visits to the museum, equivalent to 156 respondents. Meanwhile, as many as 47.7% agreed with 183 respondents. There are 7.3% of respondents who are not sure about encouraging visits to museums equivalent to 28 respondents. A total of 2.9% do not agree that encourage tourism to the museum which is equivalent to 11 respondents. In addition, a total of 6 respondents who strongly disagree about encouraging visits to museums equal to 1.6%.

### 5.5 Be a research resource for visitors

	Frequency	Percent (%)
Very True	171	44.5
True	182	47.4
Not Sure	24	6.3
Not True	4	1.0
Very Untrue	3	.8
Total	384	100.0

The diagram above shows the distribution of respondents' knowledge about being a research resource for visitors. A total of 44.5% of respondents are very true to being a research source for visitors equivalent to 171 respondents. Meanwhile, as many as 47.4% were correct, equivalent to 182 respondents. There are 6.3% of respondents who are not sure about being a research source for visitors equivalent to 24 respondents. As much as 1% is not true that it is a source of research to visitors where it is equivalent to 4 respondents. In addition, a total of 3 respondents who are very untrue about being a research source for visitors equal to 0.8%.

## 5.6 Be strong evidence of an era of civilization for visitors

	Frequency	Percent (%)
Very True	167	43.5
True	165	43.0
Not Sure	29	7.6
Not True	15	3.9
Very Untrue	8	2.1
Total	384	100.0

The diagram above shows the distribution of the respondent's knowledge about being strong evidence of an era of civilization for visitors. A total of 43.5% of respondents are very true to being strong evidence of an era of civilization to visitors equivalent to 167 respondents. Meanwhile, as many as 43% are correct, equivalent to 165 respondents. There are 7.6% of respondents who are not sure about the museum as strong evidence of an era of civilization to visitors equivalent to 29 respondents. A total of 3.9% is not true that the museum is strong evidence of an era of civilization to visitors where it is equivalent to 15 respondents. In addition, a total of 8 respondents who were very untrue about the museum being strong evidence of an era of civilization to visitors equal to 2.1%.

## 6.0 Conclusion

Overall, the researcher has explained everything in this chapter. Furthermore, the researcher has successfully achieved the objectives that have been set. In addition, the researcher found that there is an objective relationship with the demographics of the respondents. In addition, the Borneo Cultures Museum is the newest museum and the problems that arise need to be emphasized because it involves the number of visitors who come to visit. Therefore, the researcher hopes that the suggestions and views given will be able to have a positive impact on the community, the concerned parties and future researchers.

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