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## **Characteristics and Motivation of Tourists Visiting Neka Art Museum Bali**

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### **ABSTRACT**

The Neka Art Museum is one of the famous museums in Ubud. The Neka Art Museum is famous for its collection of paintings and kris. The Neka Art Museum has a top ranking to the world level so that it is a high level of high-level tourists. Characteristics and motivation of tourists are two different things but have strong motivation. Characteristics are carried out to express the viewpoint of tourists in traveling while motivating is a factor that encourages tourists to travel. Later Art Museum. Data collection techniques used in this study are by observation, documentation, and interviews and literature. The data analysis technique used in this study is quantitative descriptive.

The Neka Art Museum, both socio-demographic, geographical, and psychographic, is dominated by foreign millennial tourists. This is because foreign tourists have a high curiosity and also have a love for new things, one of which is painting and kris.

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Keywords: Museum, motivation, characteristics of tourists, tourist motivation..

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### **1. Introduction**

One of the leading sectors in foreign exchange earnings during the government in 2022 is the tourism sector (Kemenparekraf, 2021). This then makes the government's mission to bring in 20 million foreign tourists, because it is considered potential to boost state income and can alleviate poverty. One of the efforts made by the government is to develop tourism such as museums that have historical relics. The number of tourists visiting the Louvre museum in France increased by 31.48 percent compared to the number of visitors in 2020, which was 54 million. Even though it has increased this year, the number of visitors to the museum is still lower when viewed from 2019 which reached 230 million people. The Louvre Museum in Paris, France, once again took its position as the most famous museum in 2021. The Art Newspaper noted that the number of visitors to the Louvre Museum reached 2.82 million in 2021 and an increase of five percent from 2020. In addition, the State Russian Museum is located in Saint Petersburg, Russia is also crowded with tourists. The Art Newspaper noted that the number of visitors to this museum reached nearly 2.26 million people in 2021. The figure experienced an increase of 88 percent from the number of visitors in 2020.

Tourist visits to museums in the United States, namely the Metropolitan Museum of Art, have increased, The Art Newspaper noted that the number of visitors to this museum will reach 1.95 million people in 2021. Several museums in several countries have increased visits from 2020 to 2021. Likewise with Indonesia. which has historical heritage in the form of a museum. In various ways, the government through the Ministry of Tourism can build and develop priority tourism destinations that spread across several regions of Indonesia.

The Central Statistics Agency (BPS) has reported that there were around 121,000 visits to museums in the Jakarta area in 2021. This number has decreased considerably when compared to 2020, which totaled 2 million visits. The number of museum visits in Jakarta has fallen drastically due to the closure of the National Monument (Monas) since March 2020 for an undetermined time limit, as well as a decrease in visits to other museums due to the implementation of Community Activity Restrictions. The Jakarta History Museum and Inscription were the most visited in 2021 with 51,952 visits and it has decreased by 64.4% from the previous year which was 145,771 visits. In addition, the Onrust Island Archaeological Park Museum was crowded with visitors with 23,135 visits in 2021, a decrease of 17.9% from the previous year. Visits to the Wayang Museum were 20,632 in 2021 and decreased by 57.4% from the previous year which reached 48,456 visits. There was a decrease in tourists who came to the Museum of Fine Arts and Ceramics, Maritime Affairs, Textiles, and the Joang Museum by 2 thousand to 20 thousand.

Bali is a tourism place that offers stunning natural beauty that attracts people to vacation in Bali. Bali with beaches, mountains, buildings such as temples and historical heritage in the form of museums. Various potentials of Bali have existed for a long time that need to be preserved so that their existence remains constant. (Suadnyana, 2019). The existence of tourism ranging from culture, nature and if innovation from humans will become additional destinations in Bali. History in Bali certainly leaves a cultural heritage like a museum. Stunning natural attractions, buildings in the form of temples in the museum. Quoted from Nusabali.com, when in 2001 with this pandemic, museums in Bali rarely visited, only 1,091, which was very different from 2020 which was crowded.

To create a crowd of visitors, efforts were made to procure barong exhibitions so that activities at the museum began to rise after the pandemic, which was only planned to be held in November. This activity is the first step to redevelop the atmosphere of the museum which was quiet in the previous year. So that it is expected to return to being as crowded as it was in the years before the pandemic. With the existence of cultural tourism this museum will greatly help the economy of Bali. The benefits obtained by the presence of these tourists are directly or indirectly in tourism. The number of developing tourist areas is able to provide greater opportunities to the community by absorbing more workers. In addition, transportation and food services will be needed more (Tien, 2003:2-3). This is an economic benefit of a museum.

Ubud's tourist attraction is one of the sub-districts in Gianyar Regency which has several choices of cultural tourist attractions (Atmojo, 2016). Ubud has a very strong and diverse tourist attraction, ranging from crafts, fine arts, performances, culinary and natural beauty. One of them that is quite popular in the community is the museum. In Bali there are many museums that have characteristics and uniqueness that distinguish them from other museums. Likewise with the Gianyar district which is famous for its many museums in the area, namely the Puri Lukisan museum, the Gedong Arca Archeology museum, the Rudana museum, the Agung Rai museum, the NjanaTilem museum and the Neka Art Museum.

Neka Art Museum is a tourist icon located in Ubud which has its own uniqueness for tourists when visiting Bali (Himawan, 2016). The museum, which is located on Jalan Raya SangginganCampuhan, is also known for its dominant collection of art from Bali, but the Neka Art Museum also collects art from outside Bali and abroad. This museum was originally the idea of an art observer named Pande Wayan SutejaNeka. Because of that, the museum is called the Neka Art Museum.

The Neka Art Museum is not just a place to store art collections. More than that, Neka Art Museum contributes to historical values and development as well as life. The various art collections in the Neka Art Museum are inspired by the life and natural beauty as well as culture in Bali. This is the main attraction of the museum and so its development is better. (Hidayat, 2017). In accordance with the results of interviews with the managers of the Neka Art Museum, the hope for tourists is to make the Neka Art Museum a place for recreation with family, as a means of education and research, and to become the Neka Art Museum as one of cultural tourism.

The facilities and services provided are also an attraction for tourists visiting museums at the Neka Art Museum. The increasing number of tourists visiting can be a measure of the continuing tourist attraction at the museum (Trisnawati, 2019). In accordance with the background described above, the uniqueness of this museum makes researchers interested in conducting research on the characteristics and motivations of tourists why they visit the Neka Art Museum in Kedewatan Village, Ubud, Bali. Identifying the existence of the Neka Art Museum in Kedewatan Village, Ubud, Bali is the purpose of compiling this report.

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## 2. Research Method

The location in this study is the Neka Art Museum which is located on Jalan Raya SangginganCampuhan, Kedewatan, Ubud, Gianyar Regency, Bali. The data used in this study are qualitative data in the form of 4A components offered and owned by the Neka Art Museum, the characteristics and motivation of visitors to visit the Neka Art Museum while quantitative data are the number of population and research samples, the number of visitors or tourists visiting, the number of buildings in the museum, the number of buildings, the number of employees, the number of collections owned, the number of tourist visits, the number of keris owned, the number of paintings, the number of statues and handicrafts, and the number of facilities owned by the Neka Art Museum.

Based on the source, the data used is primary data in the research in the form of interviews with Neka Art Museum management, results of interviews and filling out questionnaires from Neka Art Museum visitors, explanations from Neka Art Museum management. Secondary Data is information obtained from previous research at the Neka Art Museum. Secondary data is in the form of the number of buildings in the museum, data on the number of museum employees, the number of paintings, crafts, and keris in the museum.

Data was collected by conducting structured interviews using the guide questions submitted to the management of the Neka Art Museum. The interviews conducted were related to the motivation of tourists visiting the Neka Art Museum. Questionnaires will be distributed to visitors who come to the museum related to the characteristics and motivations of visitors to visit the Neka Art museum.

Documentation in this study was carried out when documenting the existing buildings at the Neka Art Museum, existing additional facilities and supporting tourism activities. In this study, the informant is the manager of the Neka Art Museum who understands the whole or general description of the Neka Art Museum in order to obtain data regarding existing conditions in the form of attractions, amenities, accessibility, ancillary. In addition, tourists also become informants with the aim of obtaining data about the motivations and characteristics of tourists visiting the Neka Art Museum.

Determination of the sample size was calculated using the calculation formula from Slovin (Juliansyah Noor, 2011: 158).

$$n = \frac{N}{1 + (N \times e^2)}$$

Information :

n = Number of elements/members of the sample

N = Number of elements/members of the population

E = error level, this study used an error level of 10%. Or 0.1

Based on the above formula, so the number of samples (n) is as follows:

$$n = \frac{616}{(1 + 616 \times 0,01)} = \frac{616}{1 + 6,16} = \frac{616}{7,16} = 86$$

The way to find the population of tourists visiting the Neka Art Museum is to use the Slovin formula with a total number of 44 visits per day. Tourist visits per day are then totaled for 2 weeks during the survey period, namely in June 2022 getting the results of 44 people x 14 days = 616 people, then managed by calculating Slovin and getting the results obtained is 86, then as many as 86 tourists will get a questionnaire, tourists who get the questionnaire are foreign tourists who visit the Neka Art Museum.

The type of data analysis used in this study is a qualitative approach, namely to find out the formulation of the first problem, namely knowing the condition of the existing museum and a quantitative approach to determine the formulation of the second problem, namely to know the characteristics and motivations of tourists visiting the Neka Art Museum by distributing questionnaires to Visitors who come to the museum will then analyze the data and draw conclusions.

### 3. Results

#### 3.1 Overview

Neka Art museum as one of the museums in Ubud Village, which is located on Jalan SangginganCampuhan, Ubud District. This museum is managed by the Dharma Seni Foundation and is a private property. Founded and owned by Pande Wayan SutejaNeka who likes to collect paintings and is also an art lover. He is descended from a family of artists, formerly his father, Wayan Neka was awarded as the best sculptor of the Province of Bali in 1960 and is a Balinese sculptor who succeeded in making a three meter tall Garuda statue in the 1964 New York World Fair. art. Works of better quality are well collected by him. In addition, he, along with Rudolf Bonner and Arie Smit, studied at several museums in Europe to increase their knowledge. With the knowledge he had obtained, Suneka's intention to establish a museum had been confirmed, so that his intention could be realized and it was inaugurated on 7 July 1982 by the Minister of Education and Culture, Dr. DaedJoesoef.

The collection in this museum has as many as 400 works in the form of paintings. Another collection of 300 keris. These kerises have very high cultural and historical elements and values. Of the 300 kerises, there are 27 kerises that have historical value from puris in Bali, 100 ancient kerises, and gamardigankerises which mean raising young masters. The inauguration of this museum was carried out by JeroWajik, the Minister of Tourism in 2007. The Neka Art Museum has 7 buildings, 5 buildings in the form of a painting building, 1 keris building, and meeting rooms which total 1 hectare.

The developed Bali tourism is based on the principle of tourism from the people, by the people, and for the people. The results of works of art and innovation from community culture are Indonesia's main wealth and produce good benefits and can be more advanced. For the sake of maintaining the sustainability of tourism, this is an act of respecting and preserving the environment so that it remains stable. There are four aspects (4A) that must be considered in an effort to offer tourism. The parts of these aspects are as follows:

#### 1) Attraction

Attraction is a product or the main component of a destination that can attract tourist visits. Attractions can also be interpreted as "the parts that are shown and combined in tourist destinations" (Pitana 2009 in Introduction to Tourism Science, 130). Attractions related to being seen and enjoyed by tourists in the form of the natural beauty of beaches, mountains, valleys and other uniqueness. cultural attractions of the local community, tourist attractions at the Neka Art Museum include cultural attractions consisting of various elements. These elements are elements of painting, keris, sculpture, crafts. The Neka Art Museum has a collection of traditional paintings. Traditional Balinese painting art has cultural values since ancient times so that the products of this painting have a very high selling value.

The keris that is meant in this context is historical keris, especially Balinese keris. There are 300 of these kerises which are divided into 27 kerises from the history of the castle, 100 ancient kerises, and gamardigankerises which means from new masters. Tourists visiting the Neka Art Museum can only do tourism practices such as taking pictures against the background of these historic kerises. From the point of view of the customary rules of the Balinese people, only people who still have a close relationship with these kerises, such as today's masters, hold the kerises. This is a procedure for respecting cultural and historical values so that the efforts made by developing the Neka Art Museum are a form of conservation of local cultures without the need for degradation of cultural values (authenticity is maintained by enforcing the old rules).

The statues in the Neka Art Museum are supporting attractions for the main attractions as described above. These statues have elements of Balinese architecture so that they have aesthetic value in the eyes of tourists. Additional attractions such as these statues are an attempt to provide more tourism practices to tourists so that all elements of Bali related to culture can be explored by tourists in general. There are also various kinds of local handicrafts with Balinese nuances as well so that they can become supporting attractions for tourists when visiting or doing tourism practices from the main attraction base.

#### 2) Accessibility

Accessibility is the transferability or ease of visiting tourist attractions. In this context, the access that will be taken by tourists in visiting the Neka Art Museum consists of 2 types, namely physical access and non-physical access. Physical access includes the availability of quality roads leading to the

massive Neka Art Museum as well as the types of modes of transportation that will be taken by tourists, namely four-wheeled and two-wheeled vehicles. In the context of non-physical access to visit the Neka Art Museum, tourists can access the Neka Art Museum official website so that they can get an overview of the content available at the attraction. Apart from that, other non-physical access is intended, namely in the form of a road sign that functions to instruct the direction of the road that must be taken by tourists when they want to enter the Neka Art Museum tourist attraction.

### 3) Amenities

Amenities or amenities are elements in the form of facilities at destinations that support activities when tourists are at destinations. Amenities are everything provided at the Neka Art Museum attraction which functions to facilitate the needs of tourists while carrying out tourism practices at the attraction. The Neka Art Museum tourist attraction has facilities in the form of parking lots, toilets, trash cans, painting buildings, keris buildings, meeting rooms, and cafes. The availability of these facilities is still fairly good although there are still several facilities that are being renovated. Buildings filled with paintings and kerises also have their own charm because they have very aesthetic nuances of Balinese architecture.

### 4) Ancillary (Institutional)

Ancillary is related to the availability of institutions or organizations in managing and also managing a destination both from the government, the private sector, and from the community. The intended institution is the party that involved in managing the Neka Art Museum, namely the Dharma Seni Foundation. This foundation is a private property owned by Pande Wayan Suteja Neka. This foundation was inaugurated by the Ministry of Tourism (Jero Wacik) in 2007 so that this museum has a clear status.

### 3.2 Tourist Characteristics

The characteristics of tourists in terms of age can be seen that visits are dominated by young people because they are more technologically savvy, and also prefer to travel. When compared to the previous generation, they are not able to adapt so quickly to technology. So it can be concluded that the highest visit to Neka Art Museum is by tourists aged 30 – 39 (millennials) with a percentage of 44%, and the least is at the age of 50 years and over with a percentage of 10%.

Tourists who visit the Neka Art Museum are mostly dominated by men. This happens because men have a higher desire to know a tourist place and are more interested in visiting tourist areas compared to women. The conclusion is that the characteristics of people who visit the Neka Art Museum based on gender are men, the highest number and the lowest are women.

Apart from the type of work of the tourists who come to the museum with different purposes, the following is the country of origin of the visiting tourists. Characteristics of tourists who come to visit the Neka Art Museum based on the country of origin of the tourists are dominated by European tourists. and the lowest from Japanese tourists. The high number of visits by European tourists is because education is very high, in contrast to Japan, which is not very interested in traditional culture.

The conclusion summarized is that 22 European tourists visited the Neka Art Museum with the highest percentage of 26%, while 14 Japanese tourists visited the lowest with a percentage of 16%.

### 3.3 Tourism Motivation

Tourists who come to visit the Neka Art Museum have different motivations because they have different goals. The motivation is the needs of each of these tourists. Most of his motivation to come to the museum is to get to know different cultures and conduct research. But the least is for academic purposes only for certain tourists. People cover all backgrounds and social classes. Based on the results of the questionnaire obtained responses from the respondents as follows:

a. I visited the tourist attraction Neka Art Museum to seek new experiences and dance

Based on the respondents' answers, it is in the high category with an index of 69.4. This means that respondents perceive that they almost agree to visit the Neka Art Museum to seek new, interesting experiences. Based on an interview with one of the visitors of the Neka Art Museum (Tita, 15 June 2022), stated that: The Neka Art Museum is a museum worth visiting, especially for those who really like painting, they will be very sorry if they don't visit the Neka Art Museum, because I am the one who just coming here for the first time, I got a lot of new experiences about Balinese culture which are contained in the paintings here.

b. I visit the tourist attraction Neka Art Museum to spend time with friends, partner or family

From the respondents' answers, they are in the high category with an index of 69.6. This means that respondents perceive that they strongly agree that the motivation to visit Neka Art Museum is to spend time with friends, partners, or family. Based on the results of an interview with Yuni (15 June 2022), stated that: My family and I are used to enjoying it every weekend by going to tourist attractions. Neka Art Museum became our preferred tourist spot this time because I was sure that this place would be an interesting place to visit, and it was true, the paintings here made us very happy to visit the Neka Art Museum.

c. I visited the Neka Art Museum tourist attraction because of the instagrammable place

Based on the answers from respondents, it is in the high category with an index of 72.2. This means that respondents perceive that they strongly agree with the motivation to visit the Neka Art Museum because it is an instagrammable place. Based on the results of an interview with Intan (15 June 2022), stated that: I say I love visiting here because it is a good place and suitable to be displayed on my social media. There are lots of very good photo spots that I can take advantage of. The paintings are displayed very neatly, attractively, and beautifully, making my photos even better.

d. I visited the Neka Art Museum tourist attraction because I wanted to understand Balinese Culture

Included in the high category with an index of 71.2. This means that respondents perceive that they strongly agree to visit the Neka Art Museum because they want to understand Balinese Culture. Based on the results of the interview with Intan (15 June 2022), stated that: I came to Bali with the aim of understanding Balinese Culture and Neka Art Museum was my choice. Here most of the paintings show symbols from Balinese culture or depict legendary stories. There are also many paintings depicting Balinese culture, from daily activities to religious ceremonies.

e. I visited the Neka Art Museum tourist attraction for educational facilities (education)

Based on the answers from the respondents, it is in the medium category with an index of 56.4. This means that respondents perceive that their visit to the Neka Art Museum is not due to educational facilities. Based on an interview with the museum manager on June 17, 2022, he stated that: it is true that the visitors who come here are not for educational purposes, but rather just want to know what Balinese culture is contained in the paintings.

f. I visited the tourist attraction of the Neka Art Museum for research (research)

Based on the answers from the respondents, they are in the medium category with an index of 60. This means that respondents perceive that they visit the Neka Art Museum not to do research. Based on an interview with the museum manager on June 17, 2022, he stated that: indeed, so far no visitors have come because they will do research or research.

From the results of the questionnaire above, the biggest motivation for visitors to come to Neka Art Museum is because the place is an instagrammable museum. The layout of the space is clean and attractive, beautiful paintings are suitable for taking pictures and can then be uploaded on each visitor's social media. Based on the results of interviews with Neka Art Museum staff, the hope of the museum itself is to make Neka Art Museum a means of education. Tourists can not only carry out recreational activities, but also gain knowledge about the products they have as educational material. In addition, the hope of the management of the Neka Art Museum is to make the museum a research forum for researchers who wish to carry out research on Balinese culture. Seeing the results of the questionnaire, it turns out that the motivation of tourists is different from the expectations of the Neka Art Museum.

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