

## Understanding Local Culture Through Museum Tourism An Anthropological Perspective at Museum Bank Indonesia

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### Abstract

Museums are institutions that play a central role in preserving, presenting, and disseminating the cultural heritage of a community. In the context of tourism, museums are not only a place to store historical artifacts, but also an attractive destination for tourists who want to understand more about local culture. Museum tourism, with its focus on anthropological aspects, opens the door to an immersive experience of understanding local culture. The Bank Indonesia Museum, as an institution that not only displays the historical heritage of economics and banking but also interprets the role of local culture in that context, offers a unique arena for analyzing the interaction between visitors and local culture. Through an anthropological perspective, this study aims to explore how museum tourism at the Bank Indonesia Museum can be a means of a rich understanding of local culture, as well as how these experiences shape visitors' perceptions and understandings of the cultural richness of an area. This research method uses a descriptive qualitative approach and SWOT analysis

**Keywords:** Museum, Historical Tourism, Culture, Anthropology

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## 1. Introduction

Museums are institutions that play a central role in preserving, presenting, and disseminating the cultural heritage of a community. In the context of tourism, museums are not only a place to store historical artifacts, but also an attractive destination for tourists who want to understand more about local culture. Museum tourism, with its focus on anthropological aspects, opens the door to an immersive experience of understanding local

culture.

Culture is something that happens from generation to generation created by humans. Therefore, culture is very closely related to humans. Indonesia is a country rich in culture. Culture in one region with another is very different and has its uniqueness. We can see Indonesian culture from customs, various tribes, languages, traditional clothing, typical foods, traditional houses, and so on. Therefore, culture must be maintained, so that it can be passed on from generation to generation. Culture and culture are inseparable. Culture and culture are like spirits in life that must be maintained so that they have spiritual strength and must be empowered. (Aini,2019)

According to (Rosa, P.D. 2023) Tourism in Indonesia has many types of rich natural charm, culture, customs the religion of its people can be useful in tourism development as a foreign exchange earner of the country, improve the welfare and prosperity of the community and encourage many cities or regions in Indonesia to prioritize tourism development.

Tourism anthropology is key to understanding the dynamics of interaction between visitors and the museum environment. This study tries to explore the role of Museum Bank Indonesia as a forum to understand local culture, with a deep anthropological approach. Through this research, it is hoped that it can be revealed how museum tourism at the Bank Indonesia Museum is not only a means of entertainment but also a window that opens insights into cultural values that develop in the local community.

The Bank Indonesia Museum, as an institution that not only displays the historical heritage of economics and banking but also interprets the role of local culture in that context, offers a unique arena for analyzing the interaction between visitors and local culture. Through an anthropological perspective, this study aims to explore how museum tourism at the Bank Indonesia Museum can be a means of a rich understanding of local culture, as well as how these experiences shape visitors' perceptions and understandings of the cultural richness of an area.

Tourism is one of the fastest-growing industries. The tourism sector itself is one of the largest foreign exchange producers in Indonesia. Tourism in Indonesia is very advanced and superior because Indonesia has many places, customs, cultures and traditions that can be used as tourist attractions. (Pradini, Gagih, et al. 2022)

In this context, understanding local culture is an important aspect that can enrich the visitor experience. This study aims to investigate how tourists engage with local culture through their visit to the Bank Indonesia Museum, unearthing cultural values reflected in their interactions with the artefacts and exhibits displayed. Thus, this article seeks to look further at the contribution of museums as agents of understanding local culture in the realm of tourism and anthropology.

In the face of a global crisis, museums must also dare to step up. Museums should not limit themselves to categorizing museums as material culture owned by a few people who love beauty but should be able to integrate multidisciplinary in displaying the development and interconnectedness of community culture through world-ecology, splendid isolation that remains wrapped in fun.

The task of the museum should be to help the development process that remains responsible for ecological problems. Museums should continue to be a mirror of a nation's identity and an inspiration to society. Museums can work together to effectively communicate

the effects of human civilization on ecosystems. Museums must be able to be a projection for the development of the times but still maintain the stability and productivity of society. Museums need to reflect themselves as places that depict research centres, multi-media centres, and educational centres in preserving community culture.

Museums can act as facilitators and catalysts for past and present cultural research in all domains, local, national, regional, and global. This integral or interdisciplinary museum is not to deny the existing values of the museum nor to abandon the principles of the museum. The development of information and communication technology, for example, the emergence of the internet, must be able to support museum marketing as a source of information to provide enlightenment in realizing the identity of a nation that appreciates its work.

### **1.1. The Role of Museum Bank Indonesia in Facilitating Local Cultural Understanding Through Education**

Museum Bank Indonesia plays an important role in the understanding of local culture by presenting collections that reflect the economic history, currency, and role of banks in society. Through its exhibitions and educational activities, the museum helps preserve and revive the local cultural heritage, as well as provides visitors with insight into the evolution of the economy and banking in Indonesia.

Indonesia's economic history covers various phases of development from pre-colonial times to the present. Factors such as spice trade, colonialism, and independence played an important role in shaping the economic structure of this country. In addition, post-independence, Indonesia experienced significant economic growth with various development policies.

In the modern era, Indonesia's economic sector involves agriculture, industry, and services. Rapid economic growth is also accompanied by challenges such as economic inequality, natural resource management, and the impact of globalization. Understanding Indonesia's economic history helps identify patterns of change and provides insight into the factors shaping current economic conditions.

The current currency of Indonesia is the Indonesian Rupiah (IDR). The rupiah has been the official currency since Indonesia gained independence in 1945. The currency has undergone several reforms, the last time of which was in 2016.

The rupiah is divided into cents, and its coins and banknotes have various denominations. Bank Indonesia is the monetary authority responsible for the issuance and management of currency in Indonesia. The history of the Indonesian currency reflects the economic development and history of the country throughout time.

The collection of artefacts at Museum Bank Indonesia includes a variety of historical objects that reflect economic and financial developments in Indonesia. These include ancient currency, traditional means of payment, banking-related historical documents, as well as other items that have historical value.

The collection not only serves as a physical repository of historical objects but also becomes a source of knowledge that allows the public to understand the evolution of the financial system and the role of banks in the development of the country's economy. Through exhibitions and interpretation of artefacts, the museum aims to take visitors on a journey of Indonesia's economic history.

## **1.2. The Role of Banks in Society**

The role of banks in society is very important and covers various aspects. Some of the bank's main roles involve: (1) Financial Intermediation, (2) Provision of Financial Services, (3) Transaction Facilitator, (4) Provision of Credit, (5) Security and Storage of Money, and (6) Financial Education

## **1.3. Educational Program at Museum Bank Indonesia**

The educational program at Museum Bank Indonesia is designed to provide a deep understanding of economic aspects, banking history, and financial culture to the public. These programs may include: (1) Financial Training, (2) School Visit, (3) Workshops, (4) Discussions and Seminars, (5) Creative Programs for Kids

## **1.4. Interactive Exhibition at Museum Bank Indonesia**

Interactive exhibits at Museum Bank Indonesia may include various elements that allow visitors to participate in person. Examples of interactive exhibits include (1) Financial Transaction Simulation, (2) Educational Games, (3) Augmented Reality Technology, (4) Digital Education Station, and (3) Virtual Reality Exhibition

## **1.5. Correlation between Tourism Activities at the Bank Indonesia Museum and Understanding of Local Culture**

Tourism activities at the Bank Indonesia Museum can have a positive impact on the understanding of local culture. Here are some correlations between tourism activities at the museum and understanding of local culture:

## **1.6. Economic History Empowerment**

Tourism in museums can be a medium to understand the history of the local economy, especially the role of banks in the development and transformation of the regional economy. It provides deep insight into how economic activities have shaped local culture. Empowering local economic history through tourism activities at the Bank Indonesia Museum includes efforts to provide a deep understanding of how economic history has shaped and influenced local culture. Some aspects of such empowerment can involve (1) Shows and Exhibitions, (2) Introduction to Local Figures and Historic Companies, (3) Local History Tour, (4) Forums and Discussions, and (5) Youth Education

## **1.7. Increased Cultural Awareness**

The tourist visit triggered an increased awareness of local cultural values, including aspects related to finance and banking. This helps preserve and promote cultural identity. Increasing cultural awareness through tourism activities at the Bank Indonesia Museum involves efforts to broaden public understanding of values, traditions, and cultural heritage related to economic and banking history. Some ways to raise cultural awareness include (1) Thematic Exhibitions, (2) Interactive Activities, (3) Promotion with Local Community, and (4) Education Programs

## **1.8. Financial Education**

Tourism in museums can be a means of financial education for visitors, building an understanding of the role of finance in local culture and how the banking system has shaped traditional economic patterns.

Financial education through tourism activities at the Bank Indonesia Museum aims to provide visitors with an in-depth understanding of financial management, investment, and other financial concepts. Various ways that can be involved in financial education through

this museum include (1) Financial Transaction Simulation, (2) Interactive Exhibition on Investment, (3) Personal Financial Management Training, (4) Presentation of Real Financial Cases, and (5) Information Regarding Modern Financial Services d. Promotion of Currency Heritage

Through exhibitions and activities at the museum, traditional currencies and the history of currency development in the area can be promoted, supporting people's understanding of the symbolic and historical value of currencies.

The promotion of currency heritage through tourism activities at the Bank Indonesia Museum can have a positive impact on people's understanding of the historical and cultural value of currency. Some strategies to promote currency inheritance involve (1) a Currency Collection Exhibition, (2) Currency Tour, (3) Education Regarding Currency Design, (4) Replica Currency for Visitors, and (5) Old Currency Exchange Program

### **1.9. Local Economic Empowerment**

Tourism can make a positive contribution to the local economy, enabling local people to understand and appreciate the economic potential of the development of culture-based tourism.

Local economic empowerment through tourism activities at the Bank Indonesia Museum includes efforts to make a positive contribution to the economy of the surrounding area. Some steps that can be taken to empower local economies involve (1) Involvement of Local MSMEs, (2) Cooperation with Local Traders, (3) Local Events, (4) Local Tourism Promotion, and (5) Training and Skill Development

### **1.10. Government and BI Strategy to Anticipate the Impact of Global Recession on the Tourism Sector**

Continue and optimize tourist easing, including by reviewing improvements to visa-related regulations. Encourage the acceleration of improvements in air transportation capacity and frequency, especially to support mobility to tourist destinations, in line with increasing demand. Accelerate the development of 5 Super Priority Tourism Destinations (DPSP), including supported by increased support for amenities and the application of quality tourism principles. Continue the development of Priority Tourism Destinations (DPP) and other tourism destinations, supported by budget allocation and asset management arrangements that have been built. Ensure the implementation of scheduled international and national scale events, including the Kharisma Event Nusantara (KEN) 2022 agenda and a series of supporting activities for the ASEAN chairmanship in 2023. Increase synergy of government support for the implementation of Meetings, Incentives, Conferences, and Exhibitions (MICE). Continue incentive support and increase access to finance for tourism and creative economy businesses (parekraf) and tourism villages, including through macro-prudential policy support for priority sectors. Encourage program synergy in the development of MSMEs supporting tourism and tourism villages, including expanding digitalization of payment transactions, among others, through QRIS and utilizing the potential of QRIS between countries. Encourage the promotion of wider opening of Indonesian tourism through a series of Bangsa Berwisata Indonesia (BBWI) 2023 activities. And Accelerate vaccination and expand the application of SNI standard Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) in tourist destinations.

## 2. Research Methods

This research method uses a descriptive qualitative approach, which is research whose purpose is to provide an overview of a problem, symptoms, facts, events, and reality broadly and deeply that relies on data in the form of text. Where specifically researchers are involved in it and establish relationships with others. In addition, this method emphasizes the process because participant perceptions are the main key that is influenced by local situations, conditions, and contexts.

## 3. Results and Discussion

SWOT Analysis of Local Cultural Understanding through Museum Tour at Bank Indonesia Museum:

**Strengths:** (1) Museum Bank Indonesia has a rich collection of economic history and Indonesian finance, (2) Anthropology as a perspective can provide deep insights into local culture, and (3) The museum's strategic location in the city centre supports accessibility for visitors.

**Weaknesses:** (1) Limited resources for museum management and promotion, and (2) Perhaps the lack of interactivity in the exhibition can reduce the appeal for the younger generation.

**Opportunities:** (1) Opportunities to develop educational programs and tours focused on the anthropology of local culture, and (2) Partnerships with educational institutions or local communities can enhance engagement.

**Threats:** (1) Competition with other tourist destinations that may be more popular, and (2) Risk of losing the interest of visitors in case of lack of innovation in presentation collection.

Museum Bank Indonesia has great potential to be an effective agent in deepening the understanding of local culture through museum tours. The anthropological approach provides a rich perspective on the relationship between people, local culture, and museums. Therefore, involving local communities, developing innovative educational programs, and applying modern technology can increase the positive impact of museum tourism in realizing a deeper understanding of local culture. Thus, Museum Bank Indonesia can play a more active role in caring for and appreciating the richness of Indonesia's local culture through a comprehensive and memorable tourist experience.

It seems like you've outlined a compelling perspective on how the Museum Bank Indonesia can enhance its role as an effective agent in deepening the understanding of local culture through museum tours. The anthropological approach, combined with community involvement, innovative educational programs, and modern technology, can indeed contribute to a more profound impact on museum tourism. Let's break down some key points:

**Anthropological Approach.** An anthropological approach involves studying and understanding cultures from a holistic perspective, focusing on the relationships between people and their cultures. This approach can offer visitors a deeper insight into the local culture represented in the museum.

**Community Involvement.** Engaging local communities is crucial for a museum to authentically represent and preserve the cultural heritage. Involving community members in the curation, interpretation, and presentation of exhibits can ensure a more accurate and inclusive portrayal of local culture.

**Innovative Educational Programs.** Developing innovative educational programs can make museum visits more engaging and informative. This could include interactive exhibits, workshops, guided tours, and educational materials that cater to different age groups and learning styles.

**Modern Technology Integration.** Incorporating modern technology, such as virtual reality, augmented reality, or interactive displays, can enhance the overall museum experience. Technology can be used to provide immersive storytelling, interactive learning, and a dynamic exploration of the exhibits.

**Comprehensive and Memorable Tourist Experience.** Creating a comprehensive and memorable tourist experience is essential for attracting visitors and leaving a lasting impact. This involves not only showcasing artefacts but also telling the stories behind them, providing context, and fostering a connection between visitors and the local culture.

**I am caring for and Appreciating Local Culture.** By actively involving local communities and creating meaningful experiences for visitors, the museum can contribute to the preservation and appreciation of Indonesia's local culture. This goes beyond showcasing artefacts to instilling a sense of respect and understanding among visitors.

#### 4. Conclusion

In summary, your proposal highlights the potential for Museum Bank Indonesia to become a hub for cultural enrichment by adopting an anthropological approach, involving local communities, offering innovative educational programs, and leveraging modern technology. This comprehensive strategy can elevate the museum's role in fostering a deeper understanding and appreciation of Indonesia's diverse and rich cultural heritage.

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