

MARKETING ANALYSIS OF TOURISM VISITS IN MUSEUM DE JAVASCHE BANK SURABAYA

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ABSTRACT

Currency museum De Javasche Bank of Surabaya is one of tourism spots in East Java which is placed in front of Jembatan Merah Plaza Surabaya. The researcher will investigate how many tourists' visits to the De Javasche Bank museum and research their interest to the museum as short term destination. And its long term purpose is to research the attraction of the place that cause supportive factors to invite the museum more by questioner and interview.

From data on the number of tourists and questioner gained from local and foreign tourists next will be analyzed by SWOT analysis to acknowledge strength, weakness, opportunity and threat. By this data and questioner and interviews we will be able to determine what can be done by this museum in the future. By the research we are conducting, the museum staff and management will be able improve their performance to be more effective and efficient even if they need to add more staff. By this research we wish to give more useful input and adding more tourists to the Currency Museum De Javasche Bank as tourism spot for local, foreign and even educational visitor. We also hope that this museum will become one of tourist interest in Surabaya together with existing icons such as Surabaya Zoo, Mpu Tantular Museum, Tugu Pahlawan Museum, Sampoerna Museum, Pantai Ria Kenjeran beach and others culinary tourism spot in Surabaya and East Java.

Keywords : SWOT analysis, visitors data, museum De Javasche Bank Surabaya, the tourist interest.

INTRODUCTION

To enhance society education about museum and especially currency therefore researcher is intended to investigating how far the society knowledge about this particular museum. This is what encourage researcher to choose research topics with the title **MARKETING ANALYSIS OF TOURISM VISITS IN MUSEUM DE JAVASCHE BANK SURABAYA**. Less popular and the society ignorance about the museum De Javasche Bank make this museum have low number of visitor regardless many important information about the origin of Bank.

Researchers wants to see how marketing strategic that had been conducting in order to increase tourism interest to visit museum De Javasche Bank Surabaya.

From data and information on visitors' number of visit, next will be analyzed, then the result hopefully will become input and reference for the decision maker to determine the marketing policy. This research hopefully will be able to conceive influencing marketing tool that will

increase visitor interest and also be useful for the museum observed as consideration when determining decision maker strategic about service performance in Museum De Javasche Bank Surabaya.

LITERATURE REVIEW

Marketing Services

Service is every action or activities that can be offered by one to another, which is basically intangible and not causing any ownership. Service provider may or may not be linked by physical product. Development of service marketing is derived from barter. By the emerging of science, the need of a commonly accepted measurement is increasing then therefore money was created. People also needed services to take care of certain matters, then service becomes main part of marketing. In marketing service, when effort performance of service is bought, the outcome is consumed not owned.

To actualize the best service for customer there are four forms of service that must be manage simultaneously to achieve maximal outcome. Four forms according to Kertajaya (2004:1230) are :

1. The Service itself as saleable product. In this case a marketer should be able to consider saleable product as product which is consists of several elements such as feature, quality, and style which have to be determined on saleable service.
2. In-Sales Service, which is service given as a few moments after sales time takes place.
3. After Sales Service, which is service given several times after sales time takes place.
4. Before Sales Service, which is service given before sales time takes place.

Service Quality

One way to obtain more superior sales service than other competitor is by giving more qualified service, which is giving or fulfilling even more than the customer expected concerning quality of the service.

Parasuraman, Zeithnal and Berry (2002:476) suggested consumer have certain criteria which is basically identical with several kind of services.

Those criteria are :

1. Reability
Capability to conduct service depend on service that is promised accurately.
2. Responsiveness
Capability of employee to help customer and provide service as expected by the customer
3. Assurance
Knowledge and hospitality of employee and their capability to serve and confidence
4. Empathy
Employee must pay attention to customer individually
5. Tangible
Physical performance of facility, personal and communication tool.

Some ways that can be done by market leader in developing entire market are :

- a. Find New User

Each product classes have the ability to attract buyer who is not familiar with the products or even refuse to buy concerning price or lack of performance or certain service of the products. Company can find new user through three strategy as below :

- *Market Penetration Strategy*

Strategy used by company to seek out new customer which were previously using competitor products

- *New Market Strategy*

Strategy used by company to attract new customer which is not familiar with the products or never used them

- *Geographical Expansion Strategy*

Strategy used by company to seek out new territorial as the company product marketing regions.

b. Find out New Use of the Product

Market can be expanded if the company can find and introduce new use of the product.

Company can find new use and introduce them through expanding market as purpose, not only because it can produce more profit, but it is also high profitability.

Quality

Quality is very attached with customer satisfaction. Quality is encouraging the customer to have tight bounding with the company. In long term, this bound is allowing the company to understand thoroughly their customer hope and needs.

In the other hand quality is also reducing cost. This cost reducing in their turn will give competitive excellence through escalating profitability and growth. These two factors will provide further means and investment fund in term of quality maintenance.

One way to distinguish a service company is by providing higher quality service than their competitor consistently. The key is providing or exceeding the expectation service quality of target customer. Customer expectation is build by the past experience, mouth to mouth talks, and promotion by the service company. Customer chooses service provider based on that, and accept it.

Company External Analysis

According to Pearce and Robinson (2002), external company factor is divided into three which are : far environment, industrial environment and operational environment. Those three factors are the foundation of opportunity and threat which opportunity are profitable in the company environment. Threat is critical situation which is not profitable for the company environment.

Internal Company Analysis

Internal analysis identifies strength and weakness which become foundation for company strategy. Pearce and Robinson (2002) mentioned hat strength is resources, skill or other relative excellences towards competitor and market needs which is served or wanted to be served by the company. While weakness is limitation or lack of resources, skill and other capability which is seriously restricting company performance effectively.

Marketing and Distribution

Marketing and Distribution means moving goods and service from producer to consumer. This is started by searching things needed by consumer and ability of this goods and/or service be sold with profit. According to Jauch and Glueck (2002) this requires market research, market identification, product development, consumer reaction test, cost and fee calculation, determination of distribution and service needs, and decision to advertise and promotion.

SWOT Analysis

SWOT analysis is one of systematic ways to acknowledge useful factors for a good strategic formulation. SWOT stands for *Strength, Weakness, Opportunity and Threat*.

1. *Strength*
Resources, skill or other relative excellences compare to other competitor until the market need institution.
2. *Weakness*
Limitation or lacking of resources, skill or ability which are seriously became restriction to an organization/institution.
3. *Opportunity*
A situation providing more opportunity in an environment of organization/institution
4. *Threat*
A situation providing less or no opportunity in an environment of organization/institution

RESEARCH METHODS

Location

To gain data needed in this research, writer is conducting direct research to the research location which is Museum De Javasche Bank Surabaya. Method used in this research is descriptive methods. According to Warsito (2003:267), descriptive research is limited to the effort to reveal a problem or condition as it is, it is just a revealing facts. An efforts to describe an ongoing situation in present time based on facts gained straight from direct respondent.

Method which is used by writer is Library Research Method.

To analyze data in this research is using SWOT analysis in marketing management and qualitative descriptive method to analyze visitor and employees' interest performance in tourist location.

Data gained from this research will be explored. Then it will be used to analyze company condition and determine SWOT analysis.

The Museum History

The Javasche Bank is one of the famous bank in the era of Dutch colonial which was built in Batavia on January 24th 1828, besides the center office is in Batavia, it had also branch office in some of the cities in Surabaya, Yogyakarta, Solo, Cirebon, Makassar, Palembang, Pontianak. Surabaya branch office was opened on September 14th 1829, with the first director F.H Meyer with the assistant A.H Buchier and J.D.A Loth as commissioner. This building was at the corner of Schoolplein (Now Jalan Garuda no 1) and Werfstraat (Now jalan Penjara).

Surabaya is the first bank which applied clearing system counting for 6 main banks, they were Nederlandsche Handel Mij Factorij, De Hongkong Bank & Shanghai Banking Corp, De chartered Bank of India Australia and China, De Nederlandsche Indische Handelsbank and the Javasche bank is the first also to do the clearing in the office as the management also. In the

year 1907 the bank decided to renovate the old building with the modern building all in Indonesia, including the office in Surabaya. In the same location 1910 it was built the more modern one like it is nowadays and also the moving of main door . July 1st 1953 , the bank became Bank Indonesia and it was still using the building until 1973 it was moved in jln Pahlawan no 105. Now the building becomes the museum which is still like the original old building as historical place for tourism.

Research results and Discussions

SWOT Analysis

SWOT (Strength, Weakness, Opportunity, Threat) analysis is meant to determine where our position right now and how to achieve the present position. SWOT analysis can also be defined as external and internal factors analysis, which is stand for Strenght, Weakness, Opportunity, and Threat of an organization which have to be deal in order to maintain its sustainability. All data and information gained from interviews and questioner paper which are distributed to several visitors. Attached by some suggestions given by them.

a. Internal Factor Analysis (Strength and Weakness Analysis)

- Strength

Based on the observation, strength of the museum is :

1. Renovation and development on Museum De Javasche Bank Surabaya by adding new important and historic means as new collections of the museum. This is proved by the addition number of museum collections.
2. Improvement on skill of research resources and development on educational information field by following training conducted by Tourism Department.
3. Recruitment on human resources with ability to attract visitor interest by providing tour guide who has training session before deployed to the field.
4. Adequate and informative infrastructure for visitor by providing complete brochure nearby entrance door and information booth.

- Weakness

- Restriction or lacking of resources, skill and ability which is obstructing organization / institution to perform effectively.

1. Lack of work achievement or marketing activities in general. Mostly it is caused by internal factor marked by the absence of coordinated and controlled operational work plan. Which is supposed to become guidance or manual for marketing activities.
2. Marketing management system is back up by an operational marketing plan based on non concrete analysis.
3. Checklist of activities plan is only temporarily to fulfill formality demand, only filled by list of ongoing activities list. This list cannot become ideal and realistic marketing guidance.
4. Lack of evaluation on ongoing work activities and marketing performance.
5. Lack of evaluation from management to acknowledge how far marketing of museum service product done by work activities.

b. External Factor Analysis (Opportunity and Threat Analysis)

- Opportunity: opportunity is situation which is very beneficial expected from organization environment.

The opportunity belonged are :

1. In present time the need for information is very rapidly, therefore museum service is one of the effort to fulfill that need especially in education and science.
2. Museum service compared by other services is the easiest affordable service by the society especially concerning on price.
3. In globalization era it will resuscitated the society about the importance of museum

4. A huge and affordable national assets will remain used by the people for national, education and science.
 - Threat : A harmful situation or not expected by organization, threat is a challenge that occurred by tendency or disadvantage development in an environment that lead to the organization, if there is not any quick marketing action with right purpose taken, then it will caused degradation in all aspects including number of visitor come to the museum.

Data that we analyzed are tourist visitor data on 2014 from January until October 2014. We can see from the Museum Visitor/Tourist Chart as description of museum situation from 2014 as we recorded until October 2014. From those we can say that rise and fall in number of visitor are not stable yet. This matter is what we supposed to give input to raise the number visitor to the museum.

Table 1. Local and Foreign Tourist Visitor Data at Museum De Javasche Bank Surabaya 2014

Month	Year	Number
January	2014	839
February	2014	811
March	2014	1440
April	2014	1654
May	2014	1675
June	2014	1884
July	2014	682
August	2014	1153
September	2014	1187
October	2014	1184

Data of Local and Foreign Tourist Visitor Year 2014

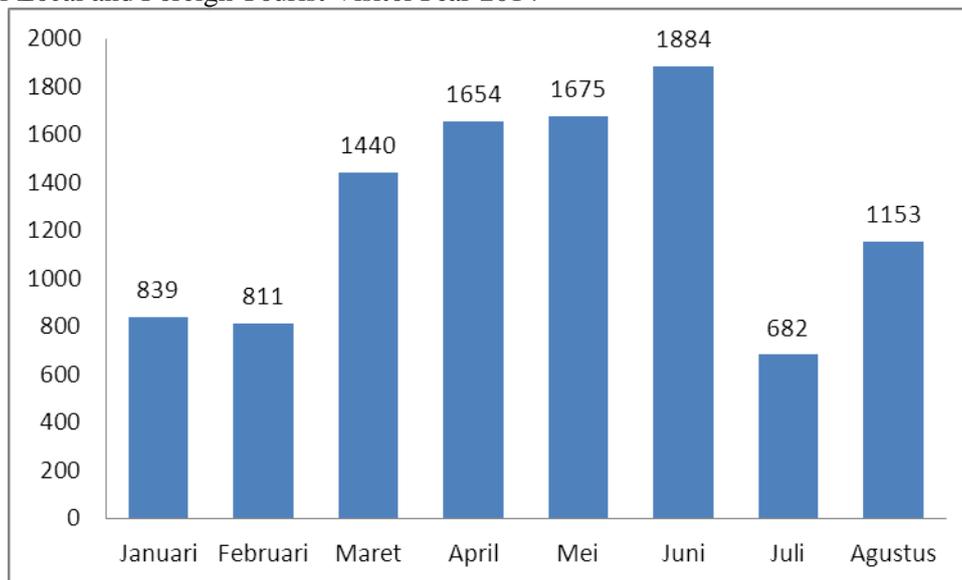


Figure 1. Local and Foreign Tourist Visitor Year 2014

Many visitors did not record their names because there is no standby officer, only visitor book available. This is caused by the lack number of officer, while some other officer are busy guiding the other visitor who wants to know more detail about the museum and some are walking with other tourist around the museum. This proof can be seen from the less complete visitor data and not all recorded number of visitor recorded their names in the visitor book definitely. The ones who have recorded their names are only groups of visitor or tourist. This is an indication of lack of good management.

To complete our analyses we reviews visitor’s data completed with questioner and interviews we conducted, then analyze them with SWOT as below:

Table 2. SWOT MATRIX

<p style="text-align: center;">Internal Fact</p> <p style="text-align: center;">External Fact</p>	<p style="text-align: center;">(Strength)</p> <ul style="list-style-type: none"> - De Javasche Bank museum have had a adequate image according to visitor. - Capability in serving visitor quiet well despite lack number of officer. - Have a professional staff with capability in foreign language for foreign tourists. - Historical interesting museum collection 	<p style="text-align: center;">(Weakness)</p> <ul style="list-style-type: none"> - Number of visitor is not maximal yet. Rise and fall in number known from number of visitor data. - Many visitor come by with information from their friends or relatives, not from promotion - Number of guide officer is not adequate due to number of visitor. - Location signage of museum is not visible / not eye catching. - Management is lack of coordination.
<p style="text-align: center;">(Opportunities)</p> <ul style="list-style-type: none"> - Company can reduce maintenance cost due to support and back up form government fund. - There is growing amount number of visitor either local or from other countries. - Security condition is relatively stable. 	<p style="text-align: center;">Strategy S – O</p> <ul style="list-style-type: none"> - Capability to serve visitor well with foreign language skills and good hospitality. - Expansion of new market by including the museum into city agenda tourism destination in Surabaya - Secure, comfortable and quiet place. 	<p style="text-align: center;">Strategy W – O</p> <ul style="list-style-type: none"> - Adding museum collection by government funding. - Creating location map and marking of the location catchy enough so people can recognize the place from the street. - Using opportunity by joining promotion in tourism media. - Adding some officer.
<p style="text-align: center;">(Threat)</p> <ul style="list-style-type: none"> - Competition from other several tourism destination in Surabaya, caused by limited visit time in the city. 	<p style="text-align: center;">Strategy S – T</p> <ul style="list-style-type: none"> - Adding number of museum collection to be more complete. - Expanding new market with distributing brochure and flyers to school, government offices or universities. - Creating tour package program specialty in museums 	<p style="text-align: center;">Strategy W – T</p> <ul style="list-style-type: none"> - Adding new museum collection that can win the competition between museums or not completing each other. - Adding promotion to add new visitor from school in field of educational or historical studies.

CONCLUSION:

1. De Javasche Bank Museum is one of excellent tourist destination in Surabaya owned by the government and quiet well managed judged from internal factor, because De Javasche Bank Museum have an adequate information service and strong quality supported by local government. The external factor as visitor attraction is still less attractive, therefore its market segmentation is needed to be identified, which one is needed to be develop. For example educational visit from students of various level of school or universities, or historical trip to study more of the historical aspects of the museum collection.
2. In determining proper management for the museum and its human resources, it should be identified several internal and external factors influencing museum and its resources. Through internal factors, it can be determined strength and weakness which the museum has. While from external factors we can determine opportunity and threat the museum is dealing with, which actually is not competing with other tourist destination, instead it is completing visitor trip.
3. Cooperation with city tour program on tour bus by Sampoerna Museum and 10 Nopember Tugu Pahlawan Museum has been running well and will be continued in the future sustainability. That is because Sampoerna Museum is a business museum which have been visit by many people due its well known promotion has reach abroad. Complete city tour package for example, as visitor get a change to visit all museum in Surabaya and East Java can be an excellent alternative.

Suggestions :

1. Based on descriptions and conclusion above, we will put some useful suggestion for De Javasche Bank Surabaya Museum to increase development on information service field especially nowadays the progress in this field is very rapid. It is necessary to increase several systems operational, such as management, human resources, and simplifying administrative bureaucracy and adding number museum collection with more variations. The search of new collections will be done more intensively by trying to find people who involved in history of City of Heroes Surabaya.
2. It is needed to build cooperation with linked organization to increase human resources skills, adding standard tools, and also computerization/mechanism of museum administration to be updated. By distributing cooperation brochure with schools and government offices and always coordinating with local tourist department.
3. It should increase punctuality in time to finish a job and excellent services is one of main aspect wanted by museum visitor and it brings better image for the museum.

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