Visitor's Characteristic and Motivation at Museum Prasasti as Dark Tourism Site in Jakarta

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Abstract

Tourists are pushed to travel to different destinations, either pleasant or macabre destinations, for various motives. Tourist motivation which determines one's behaviour can be used to understand the tourists' needs, destination, and choice of activities. This research aimed to investigate local tourists' characteristics and motivation for visiting Museum Prasasti, which formerly served as a Dutch cemetery. It was conducted due to the limited number of researches on tourists' visitation to cemetery sites in Indonesia. The research was conducted at Museum Prasasti, Jakarta. The data collection gained from the paper-based questionnaires using the Likert scale. This quantitative method was used to measure tourists' tendency during their stay at Museum Prasasti. The measurement of motivation was divided into four major motivations: engaging entertainment, dark experience, unique learning experience, and casual interest. By collecting the data from 101 responses, this research shows that local tourists at Museum Prasasti are mostly female, under the age of 30, students, and come from lower-middle-class society. The unique learning experience is the most favourable motivation that drives local tourists to visit Museum Prasasti. They visit the museum for educational purposes (to increase their knowledge, understand well-known places regarding their historical heritage, and learn their history). The dark experience motivation least likely motivates them (to see well-known locations for their paranormal activity, experience paranormal activity first-hand, and witness the aftermath of deaths).

Keywords: *dark tourism, cemetery tourism, motivation, engaging entertainment, dark experience, unique learning experience, casual interest*

1. Background

People are driven to travel to different places for various reasons. Some people go to the beaches and enjoy festivals to refresh their mind, meet new people, spend their time with family, and show their social status (Park, Reisinger, & Kang, 2009:161). Others visit heritage attractions such as cultural, industrial, and natural museums, as well as historic preservation to enjoy the outdoor freedom spaces, tend to offer, visit friends and family, or pass the time (McGrath, Primm, & Lafe, 2017:1). Besides, some tourists love visiting famous people's graveyard such as Karl Marx, Ernest Hemingway, and Al Capone to have a feeling of closeness with the dead, find inspiration due to its relaxing environment, and find solace (Ravitz, 2009). Some tourists even visit cemeteries like Glasnevin in Ireland to learn the cemetery's history (Mundt, 2016).

A visitation at places or events associated with death, disaster, and suffering as well as massacre-related exhibitions and attractions are known as dark tourism (Stone, 2006; Wight as cited in Sharpley and Stone, 2009:5). Considering the motivations determines people's behaviour, it can be used to understand tourist' needs as well as of destination and activity either in pleasant places or

burial sites (Bideci & Albayrak, 2016). In term of visiting burial sites in Indonesia, there is limited research a targeted tourist who visit graveyard sites, particularly at Museum Prasasti. Museum Prasasti was formerly a cemetery, built by the Dutch colonial government in 1795. It was opened to the public and has become a tourist attraction in Tanah Abang, Jakarta since 9 July 1977 (Wahyudi, personal communication, 2018, July 5th). It stands as an open-air museum that exhibits its collection out-of-doors. Being one among many historical and cultural preservation sites in Jakarta, this museum attracts people to visit because the museum offers a resting place for noblemen where Sir Thomas Stamford Raffles' wife, Olivia Mariamne Raffles and Raffles' best friend, John Casper Leyden, and other prominent figures include Soe Hok Gie, an Indonesian activist, and several generals and artist from the colonial era are laid to rest. The researcher chooses Museum Prasasti due to the museum was formerly Dutch cemetery which is following Sharpley (2005:28) who categorised dark tourism sites such as churches, battlefield, and burial sites.

This research focuses on studying local visitors' characteristics and motivations during their visit to Museum Prasasti. It will ease the process of data collection from the research sample. This decision is made by following Huybers' (2003) idea in choosing local tourists over foreign tourists for his inbound tourism research to get better feasibility.

2. Theoretical Framework

Each visitor has different characteristics that will determine their activities. According to Seaton and Bennet (1996:34), tourists are distinguished by their travel characteristics (trip description) and the characteristics of tourists (tourist description).

Seaton and Bennet (1996: 31) use some characteristics:

- Socio-demographic characteristics are the answer to the question "who wants what". Socio-Demographic characteristics include gender, age, marital status, education level, occupation, social class, and the number of family members.
- Geographical characteristics, which divide tourists based on the location of their residence, usually cover rural-city, province, and country of origin.

- Psychographic characteristics divide travellers based on their social class, lifestyle, and personal characteristics

In this study, the researcher follows Allman's view on motivation to justify the reason why visitors visit Museum Prasasti. The elaboration of dark tourism motivation is described as follows;

1. Engaging entertainment

Visitors are driven to experience dark tourism locations to discover the truth behind the image created by the media or since they may have an individual relationship with the location or individuals associated with the location (Allman, 2017).

2. Dark experience: morbid curiosity, pilgrimage, and paranormal activity

As cited in Allman (2017:28), Foley and Lennon described dark tourism as "visiting locations related to death, tragedy, and suffering due to fascination or interest in death or sites of death." Western society's ongoing fascination can trigger the increasing interest in dark tourism with the concept of death, whether it is real, fictional, or merely inspired by the media (Stone, 2006).

Allman (2017) divided dark experiences into morbid curiosity, pilgrimage motivation, and paranormal activity.

- Morbid curiosity

Allman (2017) described morbid curiosity as a stimulus that drives visitors to visit funeral sites to counter and experience death. She also explained that visitors have a strong link with the dead.

- Pilgrimage

According to Sharpley and Stone (2009:191), pilgrimage is defined as "travel to and visitation of battlefield memorials for remembrance, the focus being on the spiritual value of visiting a grave." Besides, visiting a cemetery as a pilgrimage or a spiritual experience becomes the visitors' purpose of visiting dark tourism sites (Seaton as cited in Stone, 2006:147).

- Paranormal Activity

Allman (2017) described that paranormal activity had become a widespread issue among the media over the past decade, becoming the main plot of various television shows such as Ghost Hunters, Paranormal Witness, and Most Haunted. Consequently, some tourists visit dark tourism

locations that have been aired by this platform. Most of them are attracted to dark locations to expose the deaths occurred on the sites.

3.   Unique Learning Experience: remembrance and educational purposes

Allman (2017) mentioned that visiting a funeral site and cemetery is part of a unique learning experience. Visitors visit burial sites in order to explore and learn about the place. Also, tourists visit this type of place for educational purpose as they use it as a platform for their hobby such as photography.

•   Remembrance

One of the purposes of dark tourism site visitation is the act of remembrance. Memories of the site become not only visitors' things but also a group's shared experience. It is not designed to be a place of interaction between the living and the death but to be remembered and should not be forgotten.

•   Educational Purpose

The visitation of dark tourism sites like Museum Prasasti can be done for educational purposes as it provides knowledge regarding its history. Nowadays, dark tourism sites strive to realise an educational mission by offering educational tours. This type of tour aims to teach the visitors about the history of the site and provide other relevant information regarding its establishment as a dark tourism site. According to Sharpley and Stone (2009), an educational visit to the dead is the basic introduction to history.

4.   Casual Interest

Allman (2017) identified casual interest as an individual preference to visit a dark tourism location to get an entertainment value and have a relaxing time. As cited in Allman (2017), Raine categorised visitors into three types, namely sightseers, retreaters, and passive recreationists, activities that require limited physical effort (p.32). The sightseers visit tourist attractions because of the general interest of the area while the retreaters want to escape from their daily routine.

3. Research Method

This study is quantitative research with a descriptive-analytical approach. The aim of quantitative description is not to get a deep understanding of personal perspectives on a phenomenon, but to gain a more general understanding of patterns across a population of interest (Loeb, Dynarski, McFarland, Morris, Reardon, & Reber, 2017). Quantitative descriptive analysis is used because it "characterises the phenomenon by identifying patterns in data to answer questions about who, what, where, when, and to what extent" (Loeb, Dynarski, McFarland, Morris, Reardon, & Reber, 2017:1). Then, the data is classified into basic aspects; tourists' characteristics and motivations for visiting Museum Prasasti.

This research used 101 respondents. The analysis is based on the Likert scale. Each survey participant filled a total of 34 measurable items. Statements number 1 to 9 were used to measure the engaging entertainment, statement number 10 to 20 were used to measure the dark experience, statements number 21 to 30 were used to measure the unique learning experience and statements number 30 to 34 were used to measure the casual interest. All statements related to dark tourism used *Likert* scales, with 1 representing a strong disagreement and 5 representing a strong agreement.

In order to interpret the data gathered, the researcher used Umar's (2008) formula to find the interval scale of each statement or, as Umar (2008) called it the *Renting Skala* (interval scale).

$$RS = \frac{(m - 1)}{m}$$

note:

RS = *Rentang Skala* or interval scale

m = total number of the alternative response of each item

The mean score of each statement of this research is

$$RS = \frac{(5 - 1)}{5}$$

Table 1.1 Scoring scale interpretation gained from each mean score

Scoring Scale	Category
1.00 – 1.80	very low
1.81 – 2.60	low
2.61 – 3.40	moderate
3.41 – 4.20	high
4.21 – 5.00	very high

Based on this interval scale calculation, the researcher made a range of mean score gained from 101 responses, as shown in Table 1.1. This table enabled the researcher to interpret the research findings and made a descriptive analysis. In this research, the interval scale was categorised into very low, low, moderate, high, and very high. Therefore, the range of the mean score of each response can be seen in Table 1.1.

4. Research Findings and Discussion

4.1 Characteristics of Local Visitors at Museum Prasasti

The majority of the respondents shows that the local visitors of Museum Prasasti are mainly female, people of age 15-45, students and employees, Muslims, come from lower-middle-class society, and learn about Museum Prasasti by word of mouth, from family members, and the internet (See Table 1).

4.2 The motivation of Local Visitors to Visit Museum Prasasti as a Dark Tourism Site

The local visitors visit Museum Prasasti primarily to get a unique learning experience, especially for educational purposes. They have positive attitudes towards the engaging entertainment motives (to travel and get entertainment) as well as casual interest motives (to spend enjoyable time with

Table 1 Respondents' Characteristics

Characteristics			Salary		
Resident Address	**Frequency**	**Per cent**	Less than 1,000.000 rupiahs	37	36,63
DKI Jakarta	60	59,41	1,000.000 – 2,000.000 rupiahs	9	8,91
West Java	35	34,65	2,100.000 – 3,000.000 rupiahs	6	5,94
South Sulawesi	2	1,98	3,100.000 – 4,000.000 rupiahs	9	8,91
DI Yogyakarta	1	0,99	4,100.000 – 5,000.000 rupiahs	11	10,89
North Sumatra	1	0,99	More than 5,000.000 rupiahs	29	28,71
Gorontalo	1	0,99			
East Java	1	0,99	**Religion**		
Gender			Buddhist	3	2.97
Male	45	44,55	Hindu	0	0
Female	56	55,45	Muslim	85	84.16
Age			Catholic	4	3.96
17 –25	63	62,38	Christian	9	8.90
26 – 35	23	22,77	**Influence visitation**		
36 – 45	12	11,88	Brochure	2	1,98
46 – 55	2	1,98	Newspaper	2	1,98
56 – 60	1	0,99	Television	3	2,97
Education			Textbook	1	0,99
Junior High School	5	4.95	Teacher and lecturer	4	3,96
Senior High School	42	41.58	Walking/passing through	6	5,94
Diploma	8	7.92	Social Media – Instagram	10	9,90
Bachelor	41	40.59	Family or Siblings	41	40,59
Master	5	4.96	Friends	8	7,92
Occupancy			Internet	24	23,76
Self Employed	10	9,90			
House Wife	2	1,98			
Student	47	46,53			
Employee	42	41,58			

family and enjoy the exhibition). Regardless of the ghoulish image of the cemetery, local tourists of Museum Prasasti show negative attitudes towards experiencing paranormal activities whether or not they are featured in mainstream media. Visitors are more interested in learning more about past events, understanding a place of historical heritage, and enjoying its exhibition.

4.2.1 Engaging Entertainment Motivation

Table 2 illustrates that visitors at Museum Prasasti had a positive attitude on engaging entertainment motive. The reason for travelling and getting some entertainment showed a high response. Even though local tourists mostly did not have personal heritage or relation to death, they visited Museum Prasasti. It happened because they mainly wanted to enjoy their "travelling" and "get entertainment" instead

of finding their descendants. Museum Prasasti might have a larger number of local visitors if the deceased interred there were related to visitors.

In terms of unfavourable reason to visit Museum Prasasti, visitors mostly chose "has been featured on TV" and "getting emotional connection with the death" reasons. They showed moderate responses to these motives.

4.2.2 Dark Experience Motivation

Table 3 demonstrates that "satisfying personal curiosity about dark tourism" became the most favourable reason for tourists to get dark experience. This finding founds that curiosity drove people to know and learn something in dark attractions. It triggered people to visit dark-related location because they wanted to satisfy their inquiries.

In term of the unfavourable reason for

Table 2 Engaging Entertainment Motivation

Motivation	Item 1 SD		Responses				Total		Mean	Criteria
			2	**3**	**4**	**5**				
			D	**N**	**A**	**SA**				
Engaging entertainment	to travel	freq.	0	1	17	53	30	101	4,11	High
		Score	0	2	51	212	150	415		
	as a hobby	freq.	2	20	44	24	11	101	3,22	Moderate
		Score	2	40	132	96	55	325		
	to get away from routine	freq.	12	30	22	29	8	101	2,91	Moderate
		Score	12	60	66	116	40	294		
	to meet people with similar interests	freq.	4	33	37	19	8	101	2,94	Moderate
		Score	4	66	111	76	40	297		
	to be emotionally refreshed	freq.	6	18	26	44	7	101	3,28	Moderate
		Score	6	36	78	176	35	331		
	to be physically refreshed	freq.	5	20	35	36	5	101	3,16	Moderate
		Score	5	40	105	144	25	319		
	to get some entertainment	freq.	1	12	22	54	12	101	3,63	high
		Score	1	24	66	216	60	367		
	has been featured on TV	freq.	8	43	36	13	1	101	2,56	low
		Score	8	86	108	52	5	259		
	to feel emotional connection with the death	freq.	11	29	34	19	8	101	2,84	moderate
		Score	11	58	102	76	40	287		
Mean score of engaging entertainment									**3,18**	**moderate**

Table 3 Dark Experience Motivation

Motivation	Item 1 SD		Responses					Total	Mean	Criteria
			2	3	4	5				
			D	N	A	SA				
Dark experience	to reconnect with an individual associated with the dark tourism location	freq.	9	32	37	20	3	101	2,76	moderate
		Score	9	64	111	80	15	279		
	to satisfy personal curiosity	freq.	2	8	27	45	19	101	3,7	high
		Score	2	16	81	180	95	374		
	to witness the act of death and dying	freq.	18	40	30	12	1	101	2,39	low
		Score	18	80	90	48	5	241		
	to get spiritual experience	freq.	11	42	28	17	3	101	2,59	low
		Score	11	84	84	68	15	262		
	to visit well-recognize location known for spiritual / religious activity	freq.	1	22	32	37	9	101	3,31	moderate
		Score	1	44	96	148	45	334		
	to satisfy my fascination of bizarre events	freq.	6	26	27	33	9	101	3,13	moderate
		Score	6	52	81	132	45	316		
	to experience paranormal activity	freq.	24	58	15	3	1	101	2	low
		Score	24	116	45	12	5	202		
	to experience paranormal activity as seen on media	freq.	31	48	18	2	2	101	1,97	low
		Score	31	96	54	8	10	199		
	to seek out stories related to the dark tourism location	freq.	8	24	37	24	8	101	3	moderate
		Score	8	48	111	96	40	303		
	to see the wreckage/ debris of the dark tourism location	freq.	5	13	30	44	9	101	3,39	moderate
		Score	5	26	90	176	45	342		
	to see well-known location for paranormal activity	freq.	20	41	27	12	1	101	2,34	low
		Score	20	82	81	48	5	236		
Mean score of dark experience									**2,78**	**moderate**

visiting Museum Prasasti, local visitors showed a similar tendency. They did not favour "experiencing paranormal activity" both seen on media or not and "seeing a well-known location for paranormal activity" as well as "seeing a well-known location for paranormal activity". This finding differed from Allman's (2017) research which showed that visitors had a high motive to visit a location known for paranormal activity.

4.2.3 Unique Learning Experience Motivation
Table 4 illustrates that the majority of local visitors tent to visit Museum Prasasti due to three main reasons such as "increasing knowledge", "understanding well-known place for historical heritage", and "learning history about the last time". For overall results, this finding showed that local tourists are visiting Museum Prasasti mainly for educational purpose. Educational visitation to the death-related exhibitions became the basic source of teaching history. Besides, curiosity was the main factor to learn and understand the event. Museum Prasasti offered historical-and-death-related exhibitions. Thus it matched with the need

Table 4 Unique Learning Experience Motivation

Motivation	Item 1 SD		Responses					Total	Mean	Criteria
			2	3	4	5				
			D	N	A	SA				
Unique learning experience	to try something new	freq.	1	8	28	50	14	101	3,67	High
		score	1	16	84	200	70	371		
	to experience place(s) many people haven't visited	freq.	2	9	22	51	17	101	3,71	High
		score	2	18	66	204	85	375		
	to get personal heritage	freq.	9	39	38	14	1	101	2,59	Low
		score	9	78	114	56	5	262		
	to understand well-known place for historical heritage	freq.	0	1	13	57	30	101	4,15	High
		score	0	2	39	228	150	419		
	to check originality of facilities	freq.	2	11	42	36	10	101	3,41	High
		score	2	22	126	144	50	344		
	to increase knowledge	freq.	0	1	12	54	34	101	4,2	High
		score	0	2	36	216	170	424		
	to learn the history	freq.	1	0	17	53	30	101	4,1	High
		score	1	0	51	212	150	414		
	to remember to the death	freq.	6	19	39	30	7	101	3,13	Moderate
		score	6	38	117	120	35	316		
	to commemorate the death	freq.	6	20	51	19	5	101	2,97	Moderate
		score	6	40	153	76	25	300		
	to respect the old generation	freq.	1	6	32	45	17	101	3,7	High
		score	1	12	96	180	85	374		
Mean score of the unique learning experience									**3,56**	**High**

of the participants who were curious about the past event. Local visitors at Museum Prasasti showed a low response to "getting personal heritage" motive. They also did not favour commemorating the death motives. It might happen because Museum Prasasti was formerly the Dutch cemetery. This research focused on local visitors who had little probability of having personal heritage with the deceased interred there. Therefore, these reasons were chosen as the least favourable motivation.

4.2.4 Casual Interest Experience Motivation

Table 5 shows that "enjoying time with family/friends" and "enjoying the exhibition" became the most favourable casual interest motive for visitors at Museum Prasasti. This finding is in line with

Robinson's (2015) idea that has been explained in chapter 1. People went travelling and spending time with family and friend to release their stress. In this research, "spending time with family" motive became the most favourable reason even though there was rarely found visitors in the family group during the researcher's observation at Museum Prasasti. Meanwhile, Allman's (2017) research found that "spending time with family" motive became the second least favourable reason to visit dark tourism place.

5. Conclusion

The research found that the local visitors of Museum Prasasti are mainly female, people of age 15-45,

Table 5 Casual Interest Experience Motivation

Motivation	Item 1 SD		Responses					Total	Mean	Criteria
			2	3	4	5				
			D	N	A	SA				
Casual Interest	to spend time with family	freq.	1	7	30	47	16	101	3,69	High
		score	1	14	90	188	80	373		
	to try service quality	freq.	4	10	43	40	4	101	3,3	Moderate
		score	4	20	129	160	20	333		
	to take dark tourism tour	freq.	9	21	42	24	5	101	2,95	Moderate
		score	9	42	126	96	25	298		
	to enjoy the exhibit at the museum	freq.	2	4	29	55	11	101	3,68	High
		score	2	8	87	220	55	372		
Mean score of casual interest									**3,41**	**High**

students and employees, Muslims, come from lower-middle-class society, and learn of Museum Prasasti by word of mouth, from family members, and the internet. They visit Museum Prasasti primarily to get a unique learning experience, especially for educational purposes. They have positive attitudes towards the engaging entertainment motives (to travel and get entertainment) as well as casual interest motives (to spend enjoyable time with family and enjoy the exhibition). Regardless of the ghoulish image of the cemetery, local tourists of Museum Prasasti show negative attitudes towards experiencing paranormal activities whether or not they are featured in mainstream media. Visitors are more interested in learning more about past events, understanding a place of historical heritage, and enjoying its exhibition.

Based on the data analysis and local visitors' open comments, the researcher provides suggestions for future researchers and the management of Museum Prasasti.

1. Future research should be conducted at Museum Prasasti by applying seasonal survey, interview, and observation to get various illustration of the tourist motivation throughout the year, what activities they enjoy at the museum, which deceased interred at Museum Prasasti they enjoy the most and why, and whether or not local tourists and international tourists have a similar motivation.

2. The management of Museum Prasasti should provide detailed information about the tombs and deceased in English and Indonesian even if the body has already been removed. The local tourists' intention of visiting Museum Prasasti was for educational purposes instead of getting a dark experience. That is why providing information board, or catalogue of each tomb is more important to meet the visitors' needs than creating a spooky atmosphere.

3. The management should intensify the use of social media (Instagram and YouTube) as a medium of advertisement. The management should update their web site's content and promote their site and event attractions in unique and interesting ways. The use of social media influencer endorsement will be a good idea to attract more visitors. Also, the management should promote their site to formal educational institutions.

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