

EXPLORING THE VISITING TRENDS AND EDUCATIONAL ACTIVITIES AT MUSEUM KESULTANAN BULUNGAN, INDONESIA: INSIGHTS AND RECOMMENDATION

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ABSTRACT

This study analyzed the visiting trend and educational activities at the Museum Kesultanan Bulungan in Indonesia from June to December 2022. The study found that regular tourism visits dominated educational visits, with seasonal educational activities confined to specific months. Most visitors come from the North Kalimantan region, indicating that the museum primarily caters to the local population. However, the study also suggests the potential to expand its outreach to visitors from other regions of Indonesia and internationally. Students from senior high school, junior high school, and elementary school dominated the number of visitors engaging in educational activities, with field studies being the most common. The study provides insights into the patterns of museum visits and educational activities at Museum Kesultanan Bulungan and suggests ways to improve its outreach and educational offerings.

Keywords : Museum Kesultanan Bulungan; educational activities; visiting trend

INTRODUCTION

For many years, museums have functioned as pivotal educational arenas, facilitating the exploration of history and local cultural facets (Chan, 2013; Reeve & Woollard, 2013). However, in recent decades, museums have undergone a transformative shift, aiming to showcase artifacts and offer a

comprehensive narrative surrounding the exhibited items to their visitors (Choi & Kim, 2021; Navarrete, 2019). The integration of cutting-edge technologies

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