



ABSTRACT

Tourists are driven to travel to different places, either pleasant or ghoulish locations, for various reasons. Tourist motivation which determines one's behavior can be used to understand the tourists' needs, destination, and choice of activities. This research aimed to investigate local tourists' characteristic and motivation for visiting Museum Prasasti which formerly served as a Dutch cemetery. It was conducted due to the limited number of research on tourists' visitation to graveyard sites in Indonesia. The research was conducted at Museum Prasasti, Jakarta. The data collection gained from the paper-based questionnaires using 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. Based on 101 responses, this research found 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 favorable 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). They are least likely driven by the dark experience motivation (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



INTISARI

Wisatawan berwisata ke tempat berbeda baik ke lokasi yang terkait dengan *dark tourism* maupun ke tempat yang menyenangkan didorong oleh bermacam-macam motivasi. Motivasi wisatawan menentukan perilaku mereka yang bisa digunakan untuk memahami kebutuhan, tujuan wisata, dan pilihan aktivitas. Penelitian ini bertujuan untuk menyelidiki karakter dan motivasi wisatawan lokal untuk mengunjungi Museum Prasasti. Penelitian ini dilakukan karena keterbatasan penelitian tentang kunjungan wisatawan ke situs makam di Indonesia. Penelitian ini telah dilakukan di Museum Prasasti, Jakarta. Data diperoleh dari kuesioner berbasis kertas dengan skala. Metode kuantitatif ini digunakan untuk mengukur kecenderungan wisatawan mengunjungi Museum Prasasti. Pengukuran motivasi dibagi menjadi 4 alasan besar: *Engaging Entertainment, Dark Experience, Unique Learning Experience, dan Casual Interest*. Berdasarkan 101 respon, penelitian ini menemukan bahwa wisatawan lokal di Museum Prasasti kebanyakan wanita, berumur kurang dari 30 tahun, pelajar dari kelas menengah ke bawah. *Unique Learning Experience* menjadi alasan yang paling diminati oleh wisatawan lokal di Museum Prasasti. Mereka mengunjungi Museum Prasasti untuk alasan pendidikan (meningkatkan pengetahuan, memahami tempat yang dikenal sebagai warisan budaya, dan belajar sejarah). Mereka paling sedikit memilih motif *dark experience* (melihat lokasi yang dikenal untuk aktivitas paranormal, mengalami aktivitas paranormal, dan menyaksikan kematian).

Kata Kunci: *Dark Tourism, Cemetery Tourism, Motivasi, Engaging Entertainment, Dark experience, Unique Learning Experience, Casual Interest*