

INTISARI

Museum Gula Gondang Winangoen is a museum about sugar industry during industrial revolution in Indonesia, located in Kab. Klaten, Central Java and is open to the public. Over time, the museum became less developed and the rate of tourist visits fluctuate and tend to decline in the last five years. Museum as the storage of ancient objects and has an atmosphere that is not comfortable and fun is still become a museum image in the eyes of the public, especially in Indonesia.

Penelitian ini bertujuan untuk mengetahui pengaruh suasana ruang museum terhadap produk pariwisata yang diindikasikan menjadi penyebab turunnya motivasi wisatawan untuk berkunjung ke museum, sehingga dapat memberikan rekomendasi yang tepat untuk meningkatkan suasana ruang museum. Metode penelitian ini menggunakan metode kuantitatif dan kualitatif dengan pengambilan data melalui observasi, kuesioner, wawancara dan menggunakan data sekunder. Data yang didapat kemudian dianalisis dengan analisis regresi linear sederhana dan kemudian dilakukan benchmarking untuk mendapatkan perbandingan museum yang lebih baik.

Hasil penelitian menunjukkan bahwa suasana ruang berpengaruh signifikan dan positif terhadap produk pariwisata museum. Melalui analisis benchmarking menunjukkan bahwa Museum Gula Gondang Winangoen membutuhkan peningkatan pada kualitas suasana ruangnya yang terdiri dari ambient, desain, dan sosial

Kata Kunci: Museum, Suasana Ruang, Produk Pariwisata

ABSTRACT

Museum Gula Gondang Winangoen is a museum about sugar industry during industrial revolution in Indonesia, located in Kab. Klaten, Central Java and is open to the public. Over time, the museum became less developed and the rate of tourist visits fluctuate and tend to decline in the last five years. Museum as the storage of ancient objects and has an atmosphere that is not comfortable and fun is still become a museum image in the eyes of the public, especially in Indonesia.

The purpose of this study is to determine the influence of the room atmosphere on museum tourism products that are indicated to be the cause of the decline in the motivation of tourists to visit the museum, so as to provide appropriate recommendations to improve the room atmosphere of the museum. This research is using mix methods with data collection through observation, questionnaires, interviews and secondary data . The data is analyzed by simple linear regression analysis and hen benchmarking to obtain better museum comparisons.

The result showed that the room atmosphere have a significant and positive impact on museum tourism products. Through the benchmarking analysis, it shows that the Museum gula Gondang Winangoen requires an improvement quality in the room atmosphere that contains ambient, design, and social

Keywords: Museum, Room atmosphere, Tourism Products