



Strategy for the development and promotion The Penaban Lontar Library Museum, Karangasem-Bali to increase tourist visits

Ni Luh Putu Yati Artini¹, Francisca Titing Koerniawaty²

^{1,2} Prodi Magister Terapan Perencanaan dan Pengembangan Pariwisata Denpasar, Institute of Tourism and International Business, Indonesia

ARTICLE INFO	ABSTRACT
<p><i>Article history:</i></p> <p>Received Jan 27, 2023 Revised Feb 13, 2023 Accepted Feb 25, 2023</p> <hr/> <p><i>Keywords:</i></p> <p>Development of Destinations Museums Lontar Culture Promotion</p>	<p>The Dukuh Penaban Traditional Village community initiated the construction of the Dukuh Penaban Lontar Library Museum in Karangasem Regency, Bali, to collect, store, preserve, and present the local community's lontar works and empower the community at large. The goal of this study is to explain how the Dukuh Penaban Lontar Library Museum is being developed, promoted, and made to attract more tourists. Descriptive qualitative research was used for this project. This writing draws on interviews, observations, and documentation for its data. A plan for the growth and promotion of the Dukuh Penaban Lontar Library Museum has been developed as a result of this writing, which includes the following: Special interests are used to package products for tourist attractions; online media are used to promote them; homestays, restaurants, international-standard public restrooms, and souvenir shops are developed; directions are added; and human resources training is provided.</p> <p style="text-align: right;"><i>This is an open access article under the CC BY-NC license.</i></p>



Corresponding Author:

Ni Luh Putu Yati Artini,
Prodi Magister Terapan Perencanaan dan Pengembangan Pariwisata,
Institute of Tourism and International Business,
Jl. Kecak No.12, Tonja, Kec. Denpasar Utara, Kota Denpasar, Bali 80239, Indonesia.
Email: yatiartini@gmail.com

INTRODUCTION

The growth of the tourism industry will benefit the Indonesian people. "Law of the Government of the Republic of Indonesia Number 50 of 2011 concerning the Regional Tourism Development Program of 2011 states that this is an important moment for Indonesia as a united country with a common culture that includes nature which is important for tourism and natural wealth". 2010-2025 broad and covering more than 17,000 islands. one island that the government might promote tourism is Miti Island. maritime is a method to enjoy the beauty and uniqueness of the beach and sea.

Considering that Halmahera Regency has the potential to develop the marine tourism industry, marine tourism can be considered as one of the possible alternative tourist destinations for tourists who want to visit Indonesia. Miti Island is one of the islands in North Halmahera Regency. Because it is an island with the potential to become an island in the North Halmahera archipelago as a tourist destination and marine tourism destination.

Mitti itself is white sand, small waves, beautiful scenery, blue water, beautiful corals and lots of fish. Miti Island is one of the beautiful Lot islands in North Halmahera. Meti Cottage has a unique architectural style. Pondokmeti is one of the tourist attractions on Mitti Island according to the condition of marine products. Everything about Meti Cottage conveys the charm of a home. because the researcher was looking for sea tourism sites in North Halmahera Regency. The researcher hopes to reveal the reasons for this problem in places where sea tours have been carried out. Because the consequences of this issue will clearly have a negative impact on the North Maluku tourism icon in North Halmahera Regency. Based on the background information, the formulation of the problem study is as follows. What types of product-related businesses can be developed in North Halmahera Regency on Mitti Island? How did Mitti Island become the most popular beach destination? And the purpose of writing this thesis: a.) Realize the potential for developing Miti Island tourism products in North Halmahera Regency b.) Provide a practical sea development tourism plan on Miti Island which is located in North Halmahera Regency. The advantages of writing this thesis are: 1.) IPBI School for help STPBI schools use emerging data as a model to support learning through classroom learning. 2.) So that students can use the travel data obtained by the author for problems related to tourism in North Halmahera Regency, especially the development of the maritime industry in the region. Besides that, it can also be a reference for further studies.

According to the Rangkuti Development Strategy (2017:26), strategy is a tool to achieve goals. As they evolve, the concept of strategy continues to evolve. Over the Last 30 years, many ideas have found this. As noted by Rangkuti (2017:26, Chandler) ideas are seen as a means to achieve goals related to the same work, creation, and interest. Marine tourism is tourism-activities depending on the sea. An example of marine tourism among other attractions and offices above or below sea level, which is the natural habitat of many sea creatures. According to Cooper Tourists et al, the potential for marine tourism can be used as a comfortable and convenient travel location if there are four. According to Arief Yahya (2014), marine tourism is a travel destination that needs to be developed in a sustainable way. One of the tourism industries included in the flagship and important program for tourism development is marine tourism. government programs must be monitored For development areas. Indeed nautical travel has grown around the world over the last three decades. Jauch and Glueck (2000) came to the conclusion that strategy is an integrated plan linking a company's strengths with environmental challenges so that the main company characteristics can be achieved through proper use.

2009 study by Pitana and Diarta on impact tourism: 184) "Impact is how tourism programs and their products interact with various fields, including environmental economics, which produce social, cultural, physical, technological and political impacts. Impact economy The purpose of this study is For know How Power pull product tour from Island Mitti influence economy village Mitti.2009, Diarta and Pitana:184:206), "The economic impact of tourism ; The benefits of changing the value of the pound, improving the international health economy, making money from tourism or industrial services, absorb electricity works, get benefits, use tourism sites by local residents, increase demand for local products, reduce land use and other activities Purpose of this evaluation environment To evaluate the impact of tourism on Mitti Island and tourist attractiveness and 2009 Pitana:184 "Natural environment is also very important and can make something objectively non-existent replaced." he wrote in 2006. On the other hand, it cannot be denied that tourism-related activities in an area have an impact on the natural environment, which is a major concern for development tourists. There is no damage to the natural environment.



Figure 1. Miti Island, North Halmahera Regency

Source : https://atourin.com/destination/halmahera/Pulau-meti?utm_source=Web&utm_medium=User%20Page&utm_campaign=Explore%20Page%20Attraction&utm_id=Explore%20Page

As can be We see above , in figure 1 ie Photo island myth. Island the own beauty alone if seen from top. Not only beauty natural just be destination for tourists but also beauty nature and green plants as well as apparition sea blue make anybody want to go to island this.

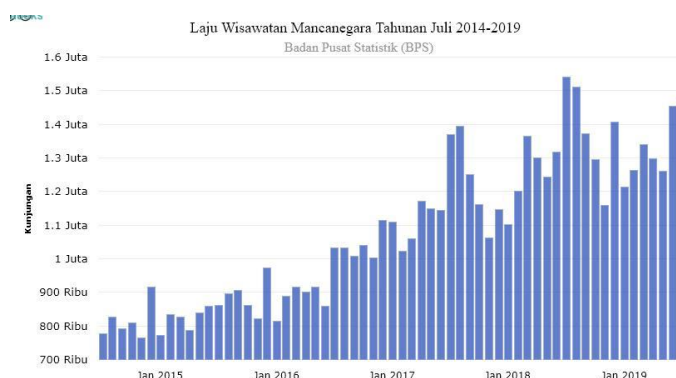


Figure 2. Rate Traveler Mancenegara July 2014-2019

Source : BPS (Central Bureau of Statistics)

In chart above can We Look rate traveler from foreign countries that come to Indonesia. In January 2015 it worked scored 700 thousand-900 thousand and tourists the more increase every year where in 2018 it is increasing increase up to 1.5 million more. However, in 2019 there is decline a little at 1.4 million more a little at the highest figure. It is also underlying study from writer that on the island my embarrassment north destination tourists are also increasing increase with many traveler incoming foreigners .

Table 1. Occupancy Rate of Star Hotel Rooms (Percent), 2021-2023

Month	Star Hotel Room Occupancy Rate (Percent)		
	2021	2022	2023
January	31.00	38.87	38.87
February	34.73	47.72	47.72
March	38.28	43.28	43.28
April	44.98	36.75	36.75
May	39.40	50.77	50.77
June	43.27	50.27	50.27
July	28.92	42.87	42.87

Month	Star Hotel Room Occupancy Rate (Percent)		
	2021	2022	2023
August	50.18	47.06	47.06
September	55.44	52.93	52.93
October	49.62	44.58	44.58
November	51.66	44.50	44.50
December	48.79	-	28.51

Source : <https://malut.bps.go.id/indicator/16/258/1/level-penghunian-kamar-hotel- bintang.html>

Inside table 1 above, get We Look that level occupancy star hotel room in Maluku north in 2021 with level the most during a year 55.44% in no September. In 2022, at most is on the moon september also with the percentage is 52.93% and in 2023 most of it is also on the moon September with figure 52.93%. this show that on the moon September level tourists staying in star hotel rooms my embarrassment north counted reasonable many.

RESEARCH METHOD

This type of research is qualitative. Source: (Sugiyono 2011:9) Apart from following the culture behind it, qualitative research refers more to the natural world than to experiments, which scientists use as their main tool. Merchandise. Qualitative research that discusses the purpose of data collection and the importance of snowball sampling techniques, triple-correction (combined) collection techniques, inductive and qualitative data collection techniques and generalizations is the researcher's choice. The research area is located in North Halmahera Province. During the six-month period from January to June 2021, preliminary research, consensus research, data collection, processing and verification of data and information analysis were carried out. Research-based ideas and theories are used to create research projects in worksheets. The technique used is good. This study refers to two documents (Sugiyono, 2017, pp. 193 and 137):

1. Primary data is data obtained directly from the source and used as stored data. Information on the division of North Halamahera Regency for marine tourism is the main source of information for this research.
2. Secondary data is data that does not send information directly to data collectors. Information that meets the requirements of primary information, such as books, documents, and readings, is called secondary information in this study. The author uses data collection techniques that require data structures or data mining processes from the data studied to ensure the accuracy of this research method. Data can be collected through various methods, including interviews, documents, and observation.

The data analysis technique used in this study is SWOT analysis to identify strengths, weaknesses, opportunities and threats. As Dyson (2004: 2) notes, a SWOT analysis is a way to assess the current state of a planning area or to describe the various possibilities and problems that may arise in the future development of an area.

RESULTS AND DISCUSSIONS

This plate was found in Miti Village, on Miti Island, North Halmahera Regency. Mitti Island Destination Local Businesses, Mitti Villages, Mitti Island History, Neighborhoods, Mitti People, etc. presented in this section. According to information from North Halamahera Regency, East Tobelo Regency is called "Miti Village". Transportation from Miti Village to the city center uses two modes of transportation, namely vehicles with a maximum speed of 40 km/hour used in Todokuha Village and vehicles with a maximum speed of 40 km/hour used in the Regency. With a maximum speed of 30 kilometers per hour. Mitti Village has 2 RWs and 12 RTs. Mitti Island is similar to Halmahera Island in that it has people and beautiful sea views, but lacks a natural environment. Due to the

animal population and the mountains as well as being spoken by the large population of Mitti Island itself, the name Mitti Island was given to the people as Metty Island. The name Mitti Island was taken from information from people who knew that Mitti Island was a towering structure in the air.

In addition, Mitti Island employs many people who know what a cemetery should be. Demographics, livelihoods, and assets (eg culture and community) available in Mitti Village are used to identify Mitti Village's independence. Mitti Island's maritime tourism allure can be misused or misused. It's important to remember that Mittisum's abilities can be seen in different ways every day. 1.) When talking about tourism on Mitti Island, marine tourism allows tourists to protect and use peace, and tourists can identify the sounds they hear on Maritime Tourism Day on Mitti Island. Currently, the tourism utilization of the Mitti Island Marine Tourism Area is different from the North Halmahera-gun Tourism Area. If possible, Mitti Island is an island with great potential where you can do many activities such as fishing, swimming and diving. The impact of tourism development on the attractiveness of marine tourism on Mitti Island On behalf of Mitti Village, good and bad services are provided to the people of Mitti Village on the basis of reflection and financial discourse. The results of work in Mitti village can be used to improve the quality of life of residents in the following ways:

- 1) Based on the impact of the growth of the tourism industry on the economy of the people of Mitti Village, it means that the local economy of Mitti Village is stronger than before.

This is reflected in the Meti Tourism Attractions Cottage on Miti Island which provides various employment opportunities for fishermen and youth of Miti and Wis Villages. However, in this case, workers as fishermen are one of those who are responsible for reducing economic pressure. The following illustrates the 4A classification:

- a) Activities that consist of playing games that can result in audience participation in one of the branches of the game that are connected to land, air and water. From the observations made, Miti Island has a number of different attractions. , Among them: Tourists can take part in activities such as swimming, seeing beautiful coral reefs, and can also learn about the plane wreck in the Miti Island Sea. Clear, swift water, colorful coral reefs, white sand, and historical objects in the desert and on the sea.
- b) The facilities are a separate set of stepping stones which provide comfort for the guests during their stay in Tourist attractions, Like Restaurants, Cafes, Shopping, Shops and Hotel Lodgings. It is an industry aid in terms of the industry succeeding in achieving its goals in the world. However, there is one accommodation on Miti Island, namely a cottage named Meti Cottage by a stakeholder on Miti Island.
- c) When the service is provided, it can potentially highlight situations through the portal's live chat feature. Information can be accessed through this portal in addition to portals that transmit voice, data, video and telecommunication. To visit Miti Island, the first step is to visit Kuabang Kau Airport, which is located in the Jati Village Area, Kao District, North Halmahera Regency. After that, the second step is to visit Miti Island by visiting Kuabang Kau Airport which is located in the Jati Village Area, Kao District, Halm Regency 4). ATMs (Automated Teller Machines), banknotes, tourist information centres, Pokdarwis, electricity, internet and telephone networks, all of which are available to residents and visitors as part of the tourism process. There are ATMs, bank money, tourist information centers and pokdarwis on Miti Island. However, internet access is fast and reliable, and telephone service is fast, and the public library lists tourism available on Miti Island.

Next, identify the Miti Island SWOT (Strengths, Weaknesses, Opportunities, Threats) factors, as shown in the following table:

Table 2. SWOT table

<i>Strengths</i>	<ul style="list-style-type: none"> • Interesting marine tourism attractions • Adequate access • Adequate telecommunication network • Has historical relics
<i>Weaknesses</i>	<ul style="list-style-type: none"> • There are no ATMs yet • There are no banks yet • No pokdarwis yet
<i>Opportunities</i>	<ul style="list-style-type: none"> • There is assistance from the government, namely the electricity line • Public openness to tourism
<i>Threats</i>	<ul style="list-style-type: none"> • Natural disasters • Another destination appears • Seasonal marine debris flows

Source: Personal Processed Data

Through the introduction of the internal and external sides, this study uses SWOT analysis to organize the four strategies into a matrix which reveals several strategies that can be used to develop tourism on Miti Island. These strategies can be seen as identifying the following:

1. So this strategy (strengths - opportunities) strategy is designed to recruit existing opportunities to grow internal energy, maintain the original strategy to be transferred, and improve existing conditions. The plan is like this: First, include it in a tour package using strategic tourism routes. Second, promoting Miti Island tourist attractions by utilizing pre-wedding photo services. Third, promoting Miti Island tourist attractions by utilizing social media platforms such as Facebook and Instagram. Fourth, Pulau Miti is expected to offset trends in tourist motivation for historical tourism by highlighting more the historical value of relics such as cannons at destinations. Miti Island is a tourist destination.
2. The sustainable variety strategy is the ST strategy (strengths - threats). Through the first mode, the amount of garbage that arrives, causing the beach at the destination of Miti Island to become dirty due to seasonal garbage flows, can be done by mutual assistance from the community in developing a level of cleanliness at Destinai Island Miti. The strategy is to use performance enthusiasm and tourism charm in driving old opportunities. Second, by using buoys to create a hazard in case of big waves, increasing the level of safety for passengers on traditional boats. Third, increasing the development of Miti Island tourist attractions to compete with other destinations.
3. The turn-around strategy is supported by the WO (weaknesses) strategy. Methods used to reduce the number of attractions to take advantage of profitable market class opportunities, including ways: First, create more offline and online promotions, such as posting updates on social media. Both collaborate with stakeholders to organize events such as seminars and exhibitions. Third, create education and training for tour guides. Fourth, creating parking lots with two wheels and four wheels for arriving tourists. Fifth, building facilities such as ATMs must have a positive economic impact on the communities around them.
4. The protective strategy is supported by the WT (weakness - threat) strategy. It is common practice to use this strategy to overcome obvious drawbacks: first, use a location close to Miti Island when packing a tour package to make it appear cheaper and more attractive. Second, sea travel is safer when there are more people such as fishermen and traditional boat facilities. Third, training on the organizational structure and organizational tourism of Pokdarwis for the local Miti Island community must be determined immediately. Regarding several strategies for the development of Miti Island tourist destinations, the first is the escalation of Miti Island's tourism charm, where the development of Miti Island can optimize government policies regarding the development of tourist attractions based on marine, nature, culture and local

communities by utilizing all the capacities possessed by the area. Miti Island tourist attraction to create tourism activity planning programs such as:

- a) Using boats or traditional boats to carry out fishing activities, also known as Ketinting, involves dropping fish bait into the water and experiencing the thrill of catching fish.
- b) Make an activity swimming around the beach on Miti island while listening to the sound of small waves along the beach and feeling the calm pool of sea water.
- c) Creating activities such as snorkeling and surface diving to observe the beautiful biota below the surface of marketing development as a means of increasing promotion in the tourist area of Miti Island is the second development strategy. The most important considerations are whether the product is readily offered to tourists and whether managers have access to the necessary human and capital resources for its development. Environmental development is the third development strategy.

To maintain the sustainability of tourism development and development in the tourism object area on Miti Island, a number of factors, such as the development of the physical and economic environment of the local community in Miti village, must be considered.

This information is very helpful when planning future tourism development in the tourist attraction area on Miti Island. The physical environment of the tourist attraction area on Miti Island will undoubtedly suffer as a result of over -development of tourism; However, the manager must first establish binding policies or regulations to control the growth of Tourism in the area around Miti Island. These policies or regulations can take the following forms:

- 1) Establish zoning or regional mapping of development areas that can be conserved and maintained to preserve their natural beauty over time.
- 2) Maintaining healthy coral reefs, empowering fish and other marine products are some of the things that can be done to preserve existing natural and ocean resources so that future generations can continue to use them. Another way to conserve coastal and marine areas is to avoid using bombs to catch fish as they can kill coral reefs.

CONCLUSION

According to the research findings and the first chapter's description of the discussion, this research can be conveyed in four ways: first, Miti Island is an island with blue water, beautiful coral, lots of fish, white sand, small waves, and a beautiful view that has enough power to gave birth to marine tourist attractions in North Halmahera Regency. This is because Miti Island is an island with these things, as well as beautiful scenery. Second, there is an opportunity to create tourism products that will make Miti Island activities, which include fishing, swimming, snorkeling and diving, more attractive to visitors. Apart from taking in the beauty of nature and the beauty of the sea, Miti Island is a popular tourist destination. Third, which can be seen not only from the potential but also requires a strategy that supports the potential of the tourist area on Miti Island, especially through the use of SWOT analysis. This analysis, which was carried out in the tourist attraction area on Miti Island, revealed that several strategies that could be carried out included using strategic routes and loading tour packages, increasing promotion on social media, mutual cooperation in developing cleanliness levels, and increasing human resources. Fourth, In addition, there are details about development strategies that can be implemented in the charm area of Miti Island. This includes supporting the development of island attractions through the creation of various activities, such as fishing, diving, swimming, creating tour packages, and promoting tourist attractions through social media platforms such as Instagram and Facebook. In addition, this activity supports the preservation of the natural beauty of the island area through the creation of activities, such as mutual cooperation, so that, in the future, the island's tourist attractions can be.

Three recommendations can be made to the Miti Village Community Group, the Miti Village Government, and the North Halmahera District Government based on the results that can be explained. First and foremost, Miti villagers should form a group that strongly supports tourism

activities on Miti Island, such as a tourism awareness group related to expanding tourism to Miti Island. The existence of a tourism awareness group will greatly help the growth of tourism on Miti Island with this group. Second, Miti's village government should frequently promote waste awareness in areas where seasonal waste flows from the open ocean, polluting the island's beaches and polluting the village environment. With this awareness, the village government of Miti can organize various activities, such as mutual assistance – Royong – to clean up the flow of seasonal garbage and garbage in the village environment. In this way, the environment of the village and the area around the coast of Miti Island will remain clean, and the fish's marine life will be healthy when they are away from sea water contaminated with garbage. Third, the North Halmahera Regency Government should oversee Miti Island's tourist attractions and make decisions about how to protect them from sea bombardment, which fishermen often use to kill fish and put the marine ecosystem at risk. In addition, the government must provide regular training and direction to manage Miti Island tourism objects, and most importantly for tourism growth, the government must allocate funds for the development of tourist objects so that the plans owned by the MITI village government can be carried out according to these plans.

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to God Almighty, for His great way in guiding me to finish this Article and for His unending love, guidance, and blessings while I was studying. Sincere thanks to my parents, for their love, effort, prayer, and support while I was studying, and to my mentors for their guidance, inspiration, patience, and encouragement. I also thank my brothers and sisters for their love, prayers and support. Last, but not least, I thank my friends from the Denpasar Institute of Tourism and International Business. With the publication of this article, I am very grateful to those who helped in publishing it so that it was successfully published.

References

- Karunia Sari, I., & Paramita, I. (2021, November). Strategi Pengembangan Museum Gedong Kirtya Sebagai Daya Tarik Wisata Sejarah di Kabupaten Buleleng. *SISTA - Jurnal Akademisi dan Praktisi Pariwisata*, 1(02), 100-110. doi:<https://doi.org/10.55115/sista.v1i2.1584>
- Kotler, P., & Armstrong, G. (2016). *Dasar-Dasar Pemasaran*. Jakarta: Bumi Aksara.
- Nugraha, I. P., & Agustina, M. P. (2020, Juli 30). Strategi Pemasaran Museum Buleleng Dalam Upaya Meningkatkan Jumlah Kunjungan Wisatawan. *Jurnal Widya Manajemen*, 02, 1-8. doi:<https://doi.org/10.32795/widyamanajemen.v2i2>
- Peraturan Pemerintah no. 66 Tentang Museum. (2015).
- Sugiyono. (2018). *Metode Penelitian Kualitatif*. Bandung: CV. Afabeta.
- Triono, B. S., & Sari, C. T. (2017, September). Efektivitas Strategi Pemasaran Online Bagi Museum Kraton Kasunanan Surakarta. *WASANA NYATA (Jurnal Pengabdian Pada Masyarakat)*, 1 (2), 46-52. doi:<https://doi.org/10.36587/wasananyata.v1i2.199>
- UU RI no. 10. (2009). *UU Tentang Kepariwisataaan*. Republik Indonesia
- Wilopo, K. K., & Luchman, H. (2017, Januari). Strategi Pengembangan Destinasi Pariwisata Budaya (Studi kasus pada Kawasan Situs Trowulan sebagai Pariwisata Budaya Unggulan di Kabupaten Mojokerto). *Jurnal Administrasi Bisnis (JAB)*, 41, 56-65. Retrieved from administrasibisnis.studentjournal.ub.ac.id.
- Laras, K. G. A. (2021). Digitisasi Lontar Museum Naskah Lontar Desa Adat Dukuh Penaban, Kecamatan Karangasem, Kabupaten Karangasem, Bali. *Widya Aksara: Jurnal Agama Hindu*, 26(1), 1-12.
- Saeroji, A. (2022). Strategi Pengembangan Museum Tosan Aji Purworejo Dalam Upaya Meningkatkan Kunjungan Wisatawan. *Jurnal Inovasi Penelitian*, 2(9), 3071-3076.
- Setiyarti, T., Sundari, P., & Dewi, K. R. A. (2021). Strategi Pengelolaan Dan Pengembangan Museum Arma Sebagai Sebuah Living Museum. *Jurnal Stie Semarang (Edisi Elektronik)*, 13(1).
- Margareta, M., Kencana, N., & Febriyanti, D. (2021). Analisis Strategi Pengembangan Destinasi Wisata Museum Negeri Sumatera Selatan Balaputra Dewa Oleh Dinas Pariwisata Di Kota Palembang. *Jurnal Publisitas*, 7(2), 129-139.
- Sirait, M. B. (2020). Formulasi Strategi Pengembangan Museum Huta Bolon Simanindo. *Jurnal Warna*, 4(1), 1-

10.

- Lestari, A. D. I., Santika, I., Tarisa, W., & Panorama, M. (2021). Strategi Pengembangan Museum Balaputradewa Untuk Meningkatkan Pendapatan Pemerintah Kota Palembang. *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, dan Pendidikan*, 1(1), 11-22.
- Daranca, U. (2019). Upaya Peningkatan Wisata di Jakarta melalui Museum: Strategi Pengembangan Museum Nasional Indonesia. *Journal of Indonesian Tourism and Policy Studies*, 1(1).
- YAHDIYANI, N. A. (2014). Strategi Pengembangan Museum Affandi (Doctoral dissertation, Universitas Gadjah Mada).
- Hanggraito, A. A., Wiratama, A. S., & Saifuddin, R. A. (2020). Alternatif Strategi Bauran Pemasaran 7P Museum Batik Yogyakarta. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 4(2), 72-83.
- Subhiksu, I. B. K., & Utama, G. B. R. (2018). Daya Tarik Wisata Museum Sejarah dan Perkembangannya di Ubud Bali. Deepublish.
- Himawan, W., Sabana, S., & Kusmara, A. R. (2016). Representasi Identitas Bali Pada Koleksi Tetap Museum Neka. *Journal of Urban Society's Arts*, 3(1), 36-43.
- Purwanto, H. (2019). BAURAN PEMASARAN SEBAGAI PENUNJANG PENINGKATAN WISATAWAN KE MUSEUM BALI. *Candra Sangkala*, 1(1).
- Nugraha, I. G. P., & Agustina, M. D. P. (2020). Strategi Pemasaran Museum Buleleng Dalam Upaya Meningkatkan Jumlah Kunjungan Wisatawan. *Widya Manajemen*, 2(2), 1-8.
- Amelda Setyawan, R. (2022). Perancangan Interior Museum Subak Tabanan Bali (Doctoral dissertation, ISI Yogyakarta).
- Sumantara, I. K. O., Lestari, A. P. P., & Nityasa, N. P. N. (2021). Museum Seni Karawitan Bali di Gianyar. *Jurnal Anala*, 9(1), 29-40.
- Yadnya, A. A. G. N. K., Mulyati, M. I., & Darmastuti, P. A. (2021). Desain Interior Museum Keris Sebagai Sarana Edukasi Budaya Logam Bali. *Jurnal Vastukara: Jurnal Desain Interior, Budaya, dan Lingkungan Terbangun*, 1(2), 181-191.
- Budiantara, I. W., Rijasa, M. M., & Nityasa, N. P. N. (2020). Perancangan Museum Wayang Bali di Gianyar. *Jurnal Teknik Gradien*, 12(1), 67-76.