

## **MARKETING ANALYSIS OF TOURISM VISITS AT DE JAVASCHE BANK SURABAYA AND SEPULUH NOPEMBER SURABAYA MUSEUM AS HERITAGE TOURISM VISITS IN SURABAYA**

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### **ABSTRACT**

*Museum of money De Javasche Bank dan Sepuluh Nopember Museum are two of the ancient tourist attractions located in Surabaya in East Java. Researchers are interested in studying the marketing strategy undertaken by the managers of both museums and research about the interest of tourists to visit the museum as a short-term goal. And as a long-term objective is to examine the interest caused by factors supportive to visit the museum with questionnaires and interviews*

*Based on the data of tourists visits and questionnaire obtained from domestic and foreign travelers from both of museums then SWOT analysis was used to determine the strengths, weaknesses, opportunities and threats to be compared to another. Comparing the two strategies of the museum with data as well as the questionnaire and the interview, we can also determine which strategy can be done by these two museum in the future. Based on the research the museum staff and managers can improve their performance in the future more effectively and efficiently.*

*In this research, hopefully we can provide more useful feedback to increase tourist arrivals to the museums. As one of the tourist attractions that can be visited by tourists both domestic and foreign and for educational tour. We also hope the museum can become an icon of tourist attractions that complement existing tourist attractions, such as Surabaya Zoo, Mpu Tantular Museum, Sampoerna Museum, Ria Beach Kenjeran and culinary areas etc in Surabaya and East Java*

**Key words** : SWOT analysis, De Javasche Bank Surabaya Museum, Sepuluh Nopember Surabaya Museum , comparing strategy of two museums, the tourists interest.

### **INTRODUCTION**

For increasing public education about the museum, the researcher examines the extent of public knowledge about the museum in Surabaya. It is a background of this paper to chose theme of paper with **Marketing analysis of tourism visits in De Javasche Bank and Museum Sepuluh Nopember Surabaya Museum as heritage tourism visits in Surabaya.** Based on the analysis of the data and information on the number of tourist visits, the results can be used as a reference input and the policy makers of the staff and management in determining the marketing policy. This research is expected to determine how marketing

influence can be used to increase the number of visitors, and can be useful to determine a decision making strategy about services and performance in two museums in Surabaya that are the Museum of Money De Javasche Bank and Museum of Sepuluh Nopember Surabaya

## **LITERATURE REVIEW**

**To get involved in the development of the museum we have to know the base theoretical views.**

### **Marketing Services**

To realize the best service for customers there are four services to be managed jointly in order to obtain maximum results. Four different forms of services according to Hermawan Kartajaya (2004: 1230) are:

1. Service itself as the sold product. In this case a marketer should be able to assume the service is sold as a product that consists of several elements such as features, quality and style that should be specified in the service to be sold.
2. In-sales service, the service that provided at time of sale of the lapse of time.
3. After sales service, the services that provided after the sale takes place.
4. Before sales service, the service that provided before the sale takes place.

### **Service Quality**

One of the technique to get sales services superior to its competitors is to provide even more quality services, exceeding the expectations of consumers regarding the quality of those services. Parasuraman, Zeithnal and Berry (2002: 476) argue that consumers have criteria that are essentially identical with some type of service. Those criteria are as follows:

1. Reability  
The ability to carry out the services depending on the services they have promised accurately.
2. Responsiveness (quick response)  
The willingness of employees to assist customers and provide services in accordance with the expectation of consumer.
3. Assurance  
The knowledge and friendliness of employees and the ability to serve and be confident.
4. Empathy  
Employees must give individual attention to the consumer.
5. Tangible  
Appearance of physical facilities, equipment, personnel and means of communication.

Some of the techniques that can be done by the market leader in developing the overall market are:

#### **a) Looking for New Users**

The company can seek a new user through the following three strategies:

- Market Penetration Strategies (Market Penetration Strategy)  
The strategy of the company to find new customers who previously used a product from a competitor.
- Strategies to New Market (New Market Strategy)  
The strategy of the company to attract new customers who do not know their products or have not used the product.
- Geographic Expansion Strategy (Geographical Expansion Strategy)  
The strategy of the company to seek new areas as regional product marketing companies.

#### b) Finding New Uses of the Product

The market can be extended if the company can find and introduce new uses of the product. Companies can find usability and introduce new uses of products through the expansion of market share as a destination, because it will produce not only more profit, but also high profitability.

#### **Services Management**

Quality are closely related to customer satisfaction. Quality encourage customers to forge strong ties with the company. In the long term, this kind of bond allows the company to understand carefully the customer's expectations and requirements.

It also can reduce the cost of quality. The existence of this cost reduction will in turn provide a competitive advantage in the form of increased profitability and growth. Then both of these factors can provide the means and fund further investment in terms of improved quality.

One of technique can be differentiate to a service company is to provide quality services higher than competitors who do consistently. The key is to meet or exceed customer expectations of service quality targets. Customer expectations shaped by his experience, talk of mouth and promotion done by the service company. Customers choose a service provider based on such things, and receive those services.

#### **Analisis Eksternal Perusahaan**

##### External Analysis Company

According to Pearce and Robinson (2002), external factors are divided into three, namely: remote environment, industry environment and the operational environment. The third factor is the cornerstone of profitable opportunities and threats in an enterprise environment. While the threat is important unfavorable situation in the corporate environment.

#### **Internal Analysis of the Company**

Internal analysis identifies strengths and weaknesses that became the foundation for the company's strategy. Pearce and Robinson (2002) stated that the strength is the resources, skills or other advantages relative to competitors and market needs are serviced or want to be served by the company. While the weakness is limited or deficiencies in resources, skills, and capabilities that can seriously undermine the effective performance of the company.

Marketing and distribution. Marketing and distribution means to move goods and services from producers to consumers. It starts by looking for things that consumers want and whether or not the products and / or services can be sold at a profit. According to Jauch and Glueck (2002) that requires market research, market identification, product development, testing consumer reactions, calculation of production and costs, determining the purpose of distribution and service, and decide how advertising and promotion.

#### **SWOT ANALYSIS**

SWOT analysis is a systematic way to determine the factors that are useful in formulating a good strategy. SWOT comes from Strength, Weakness, Opportunity and Threat.

##### 1. Strength

Serves as a resource, expertise, as well as other advantages relative to the other competitors so that the market needs an institution.

##### 2. Weakness

It is a limitation or deficiencies in resources, skills and abilities that are serious constraints for an organization / institution.

3. Opportunity

It is a situation which provides opportunities in an environment of organization / institution.

4. Threat

It is a situation that is less / no benefit an organization.

## **RESEARCH METHODS**

### **Location and method research**

To obtain the data required in this research, the authors conducted research directly to research locations at Museum of De Javasche Bank Surabaya and 10 November Surabaya. The method used in this research is descriptive method. According to Hermawan Warsito (2003: 267), descriptive research is limited to operations reveal a problem and the situation as it is, so that only the disclosure of the facts. An attempt to describe the situation is ongoing at this time that are based on facts obtained in this case is the data obtained from respondents directly.

To analyze the data in this study used a SWOT analysis in marketing management as well as qualitative descriptive method to analyze visitor and interests of employees to the performance in the tourism site.

Data obtained from this study further examined the data used to analyze the condition of the company and set a SWOT analysis.

### **Research results and Discussions**

#### **SWOT Analysis**

SWOT (Strength, Weakness, Opportunity, Threat) analysis intended to establish where we are now and how that has been taken to achieve current position. SWOT Analysis can also be interpreted as an analysis of external factors and internal factors, which stands for strengths, weaknesses, opportunities and threats from an organization that must be addressed for the organization's business continuity. All data and information obtained from interviews and a questionnaire distributed to some visitors and their advice that can be given for the sustainability of the existence of the museum.

To analyzing the data of tourist visits at Museum of De Javasche Bank in 2014 from January until October 2014 and from 2007 to 2014 for the Museum of Ten November Surabaya.

We can see a table of tourists visiting the museum as a picture of the state museum following October, 2014

**Tabel 1. Data of Tourist Visits at Museum of De Javasche Bank Surabaya 2014**

Month	Year	Amount
January	2014	839
February	2014	811
March	2014	1440
April	2014	1654
May	2014	1675
June	2014	1884
July	2014	682
August	2014	1153
September	2014	1187
October	2014	1184

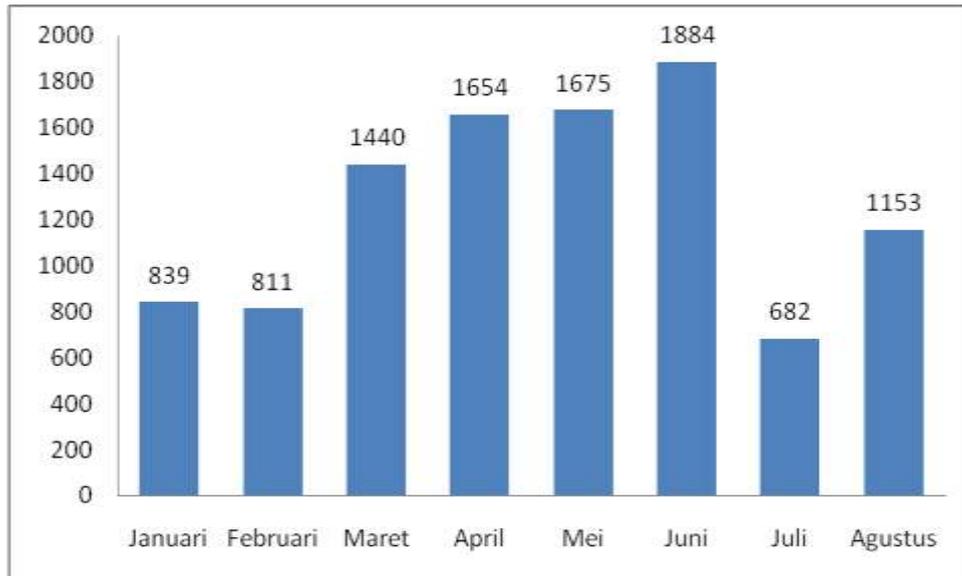


Figure 1 . Data of domestic and foreign tourist visits 2014

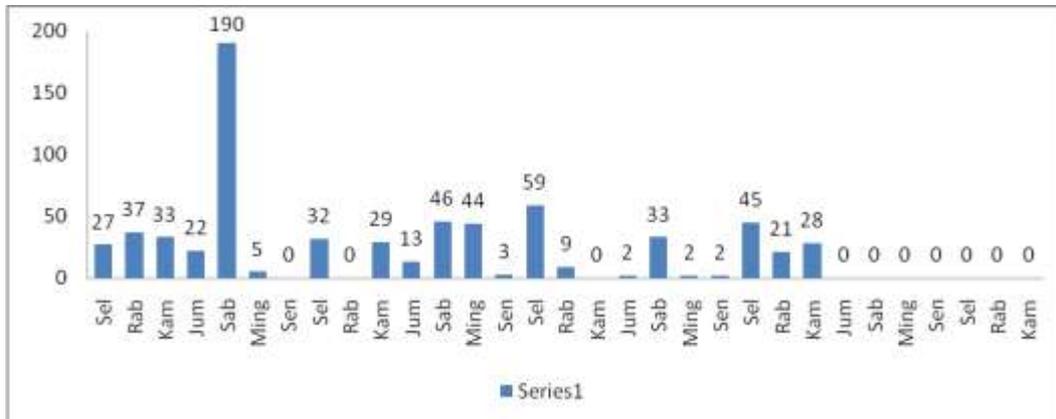


Figure 2. Data of tourist visits each day  
Source : Museum De Javasche Bank Surabaya.

Some visitors who write her data in the visitors book on September until October 2014

Tabel 2. Museum of 10 Nopember 1945 Surabaya Data of visits of Domestic and Foreign Tourist

Year	Foreign Visitors	Domestic and Visitors	Total
1998	12	4.043	4.055
1999	20	33.019	33.039
2000	35	19.642	19.677
2001	30	16.012	16.042

2002	61	33.806	33.867
2003	25	46.259	46.284
2004	79	41.565	41.644
2005	78	63.477	63.555
2006	6	33.983	33.989
2007	12	46.071	46.083
2008	129	55.211	55.340
2009 2014	858	69.372	70.230 130.366

Visitors of the Museum of 10 November Surabaya per month average are 10,930 people more than the number of visitors of De Javasche Bank Surabaya Museum.

Based on the SWOT analysis can be described as follows as

### CONCLUSION AND SUGGESTION

#### Conclusion

Comparing to the two museums is done by analyzing the swot analysis and compared with each other then we can conclude that:

1. Museum de Javasche Bank and museum 10 November 1945 is a nice museum and fully equipped to serve tourists visiting the city of Surabaya by the government. Both categories have pretty good when viewed from internal factors, because Museum De Javasche Bank Surabaya 10 November 1945 and the museum has sufficient information services, and the quality of the force which is supported from the government. External factors are still lacking, so it is necessary to identify the market segments that have been cultivated over the years.
2. To establish proper management for the museum and the resource manager must be identified on several factors that influence internal and external to the museum and human resources to manage it.
3. Cooperating with other museums who are already well-known as Sampoerna Museum can increase the number of tourists

**Table 3. SWOT MATRIX of Museum of de Javasche Bank and 10 Nopember Surabaya**

	(Strength)	(Weakness)
Internal Fact	<p><b>Museum of de Javasche bank</b></p> <p>- Although it lacks the manpower but the ability to serve visitors very well</p>	<p>- The visit of tourists has not been up, up and down the number</p>

<p>External Fact</p>	<ul style="list-style-type: none"> <li>- Have a professional staff and can speak in English fluently.</li> <li>- The collection is complete</li> <li>- Museum of De Javasche Bank has had a good image by visitors.</li> </ul>	<ul style="list-style-type: none"> <li>- A lot of visitors who come to know not on sale but from friends, relatives only.</li> <li>- The number of officers who help visitors less</li> <li>- Management of the museum are less coordinated.</li> <li>- Not having a working integrated operational planning and control, which should be used as guidelines for marketing activities</li> <li>- Marketing management system has no plan marketing operation based on a comprehensive analysis</li> <li>- Listing of the action plan is only a formality, which only lists the activities that are currently running. The list can not be used as an ideal marketing guidelines and realistic.</li> </ul>
	<p><b>Museum of 10 Nopember 1945</b></p>	

- Doing the renovation and development of the Museum Ten November Surabaya by adding new rides and historic importance as new collections of the museum. This is evidenced by the increasing number of museum collections.

- No evaluation of work activities and forms of marketing do for this, marketing activities, only through the exhibition.

- Improving the ability of employees in the field of scientific information with a variety of training which is done regularly.

- No evaluation of management to determine the optimization of product marketing services through the museum's work.

- Implementing an increase in energy research and development skills in the field of information and knowledge with training organized by the tourism department.

- Having the human resources that have the ability to attract visitors to the provision of a guide or a tour guide who has received training before they are on duty

	<ul style="list-style-type: none"> <li>- Having the facilities and infrastructure are adequate and sufficient for the visitors with a complete brochure.</li> </ul>	
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<p><b>(Opportunities) Museum of de Javasche Bank</b></p> <ul style="list-style-type: none"> <li>- Companies can reduce the cost of repairs due to the support and assistance of the government.</li> <li>- Increasing the number of visitors from the region and abroad.</li> <li>- Security conditions are relatively stable.</li> </ul> <p><b>(Opportunities) Museum of 10 Nopember 1945</b></p> <ul style="list-style-type: none"> <li>- At this time information needs very rapidly, so that the services of the museum is one way to meet these needs, especially for education and science.</li> <li>- Services museum when compared to other services are services that are most easily accessible by the public, especially regarding the price affordable by our society.</li> <li>- - At this time information needs very rapidly, so that the services of the</li> </ul>	<p><b>S – O Strategy</b></p> <ul style="list-style-type: none"> <li>- More famous in the world of education because it can be used a historical tourist destination</li> <li>- There has been a system of bundling it with other museums include the museum house of sampoerna which is also a heritage tourism destination foreign tourists and domestic.</li> </ul> <p><b>S – O Strategy</b></p> <ul style="list-style-type: none"> <li>- Since it has been well known as a place to visit domestic and foreign tourists will be easy to increase the number of tourists with different ways of marketing.</li> <li>- Opportunity to increase the number of visitors by distributing a brochure about what activities can be found in the museum through an attractive image.</li> </ul>	<p><b>W – O Strategy</b></p> <ul style="list-style-type: none"> <li>- Increasing the types of museum collections with government grants</li> <li>- Creating a location map and mark the location of visible attraction.</li> <li>- Taking advantage of opportunities through the promotion in travel media</li> <li>- Increasing the number of officers.</li> </ul> <p><b>W-O Strategy</b></p> <ul style="list-style-type: none"> <li>- Availability of funding that has been given by the government because it is one of the objectives of the famous heritage and should be protected.</li> <li>- Operational management and better employee performance will be easily achieved because of frequent repairs done whenever there is an official event in Surabaya.</li> </ul>
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<p>museum is one way to meet these needs, especially for education and science.</p> <ul style="list-style-type: none"><li>- Services museum when compared to other services are services that are most easily accessible by the public, especially regarding the price affordable by the community.</li><li>- In the global era, public should be aware of the importance of museum</li><li>- The public can take advantage of cheap national asset for national interests, education and knowledge</li></ul>		
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### **Suggestions**

Based on the description and conclusions, it will put forward some suggestions that can benefit the Museum de Javasche Bank Surabaya and Museum 10 November 1945.

1. Keep in cooperation with relevant organizations in the improvement of human resources, additional standard equipment and mechanisms / computerization of the administration of a modern museum that is done so effectively in pelaksanaankegiatan museum. By sending brochures cooperation with schools and institutions as well as always coordinate with local tourism department.
2. Timeliness of completing of work and excellent service which is one of the main elements desired by a museum visitor services and bring a better image for both the museum.
3. There is a culinary Surabaya at the end of the visit to introduce the culinary Surabaya thereby completing the tour a more complete and convenient.
4. Creating cooperation in package tours in Surabaya will be more meaningful and memorable and will increase tourism revenue even greater.

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