The efforts of tourism department of Sragen in improving tourist visit at sangiran site museum

FINAL PROJECT REPORT

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CHAPTER I
INTRODUCTION

A. Background

Tourism is one of important commodities in Indonesia. In Indonesia especially Central Java, a town having a good tourism potential, not only has many cultures, palaces, temples but also has many other tourist destinations that can add our knowledge such as museum. One of the great museums in central Java is Sangiran Site Museum located in Sragen regency. The potential of Sangiran Site museum having international standard is a good investment that can be used for developing Indonesia. This museum has been a prehistoric museum that has a role as a study center about early man evolution with all living aspects, such as the habitat, living patterns, animals living there, and universe creation process in 2 millions years ago.

Museum legitimated by the education and cultural minister on 1 August 1988, Drs. Fuad Hassan, stores more than 15.000 collections of fossils, stone tools, meteor and some copies of human fossils that are found in Sangiran. Many data about the human evolution are found in Sangiran site. It is not only limited on the contribution of the data about the human physic evolution but also many data about the culture, fauna, and habitat/surrounding evolution having been there 2 million years ago (Widianto, 1997: 1).

Sangiran Site area is one of very interesting scientific tourist destination. Its potential has very high value for science and for Sragen government as an
important asset. Sangiran has a big value for its contribution to science development, especially in Archeology, Geology, Paleontology, Anthropology, and Biology. Since UNESCO (United Nations Educational, Scientific and Cultural Organization) states Sangiran Site Area as a “World Heritage Area” No. 593, its development is more focused (Elfrida Anjarwati, 2003, 25). Although many efforts to attract tourists to visit Sangiran Site museum have been done by tourism department of Sragen, the number of visitor both domestic and foreign visitors visiting Sangiran Site museum is not stable, sometimes there is an increase but sometimes there is a decrease. It can be seen from the table below:

<table>
<thead>
<tr>
<th>Year</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
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<tbody>
<tr>
<td>Number of tourist</td>
<td>28,955</td>
<td>27,931</td>
<td>32,581</td>
<td>53,715</td>
</tr>
</tbody>
</table>

Source: Tourism Department of Sragen

The table shows that in 2001, the number of tourist visit got 28,955, but in 2002, it got the lowest one. Based on the phenomena above the writer will discuss about the efforts that have been done and the problems faced by tourism department of Sragen in improving tourist visit at Sangiran Site museum.
B. Problem Statement

1. What are the efforts that have been done by tourism department of Sragen in improving tourists visit at Sangiran Site museum?

2. What are the problems faced by tourism department of Sragen the efforts in improving tourists visit at Sangiran Site museum?

3. What are the solutions to the problems?

C. Objectives

Based on the two problems statement above, the objectives intended by the writer are:

1. To explain the efforts having been done by Tourism department of Sragen in improving the number of tourist visit at Sangiran Site museum.

2. To clarify the problems faced by tourism department of Sragen in improving tourist visit at Sangiran Site museum.

3. To give some solutions to solve the problems.

D. Benefit

The writer hopes that this report may useful for:

1. Sragen government

   The result of this report can be used to know the effectiveness of tourism department of sragen existence in developing Sangiran Site museum.

2. Tourism department of Sragen
To give some input idea, critics and suggestions to tourism department of Sragen.

3. Students

Students who are interested in tourism can use the result of this analysis as an additional help and knowledge.

E. Scope of Report

1. The report is written to give some descriptions of the way of tourism department of Sragen in doing the efforts to improve tourist visit at Sangiran Site museum, the problems faced by them and also the solutions.

2. The writing of this report is restricted to the efforts of tourism department of Sragen to improve tourist visit at Sangiran Site museum by interviewed the staffs in tourism department of Sragen and in Sangiran Site museum.

CHAPTER II

LITERARY REVIEW

A. Tourism

1. The definition of tourism

Tourism has many difference definitions to some different people. According to Elliot tourism, is “the activities of persons traveling to and staying in place outside their usual environment for no more than one consecutive year for pleasure, business, and the other purpose” (Elliot, 1997:21).
While according to Richard Sharpley in Tourism, Tourist and Society, Tourism is the temporary short-term movement of people to destination outside the places where they normally live and work, and their activities during their stay at these destinations, it includes movement for all purposes as well as day visit or excursions (Sharpley, 1994: 30).

Based on the definition above the writer concludes that tourism is the activities of people to visit some places for pleasure and other purposes but not to seek money.

2. The Definition of Tourist

In the tourism world, there are people who do the activities. They are called as tourists. One of the definitions of tourist was made by league of nation in 1937. Tourist is someone who travels for 24 hour or more, outside their normal country of residence for any purpose (Sharpley, 1994:30)

It can be concluded that a tourist is a person who takes a trip and stays outside the place of his or her normal environment for many purposes for not than one year.

3. The Definition of Tourist Destination

The tourist destination is one of tourism products. Pendit in Ilmu Pariwisata defines that tourist destination is an area or place which is needed by tourist for their attractions, transportations and facilities. The object of tourist destination should be an attractive place. This means that the object can attract people to visit the place. Besides, it should be easy to reach and provides facilities
that they need. Nyoman S. Pendit says that there are three main factors in a place to become tourist destination. They are:

a. It has something to see
   
   This means the object has interesting attraction and it is related to beautiful scenery, culture, and economy.

b. It has something to do
   
   Besides having interesting attraction, it should have some facilities such as transportation.

c. It has something to buy
   
   The place has facilities for shopping, especially souvenirs. Handicrafts and other facilities such as bank, post office, telephone, etc.

However, the success of a tourist destination depends on the regular arrival of large number of visitor and the effects of their activities while they stay there.

**B. Promotion**

1. The definition of promotion

   One of the strategies to improve tourist visit is promotion. “Promotional activities include any actions to encourage or advance the sales of the product or services” (Morgan, 1996:207). According to Pendit promotion is “the campaign and the publishing of tourism that based on the planning or the program continually and regulated”.

   Another definition says that promotion is an effort to introduce the potential of tourism to domestic and international society (Yoeti, 1996: 30).
Promotion is “slides, advertisements, brochures, leaflets, folders or TV, radio, magazine, theater, direct mailing etc (Yoeti, 1996:83).

While, Wearne defines promotion that promotion is an example of communication. Promotion is the communication process that uses communication persuasively presented to achieve a positive customer response (Wearne, 1996:221). In other words, promotion is an attempt to influence and its role is to gain the attention of the customers.

2. Promotion Media

The use of promotion media is to develop society participation in tourism activities in a tourist destination. According to Seaton and Bennet, types of promotion media are advertising, sales promotion, personal selling, and public relation (Seaton and Bennet, 1996: 187).
a. Advertising

Advertising has been defined as the paid-for sponsorship of message in a commercially available medium.

Advertising in tourism has many uses. They are:

- Advertising special offer (e.g. a special weekend price for a hotel group);
- Improving employee and organizational morale (advertising influences employees as well as external audiences)
- Reaching a new target audience (e.g. a coach operator moving into the school market)
- Announcing a launch or relaunch (a hotel chain announcing that it has swimming pools/fitness centers in all its main executive hotels)
- Updating (e.g. reprints of brochures with revised prices)
- Improving distributions (e.g. tour operation wishing to expand the racking of brochures with travel agent) (Seaton and Bennett, 1996: 187).

b. Sales promotion

According to American Marketing Association in Seaton and Bennett, 1996: 197. Sales promotion is those marketing activities other than personal selling, advertising, and publicity that stimulate purchasing and dealer effectiveness, such as displays, shows and exhibitions, demonstrations and various non-recurrent selling efforts not in ordinary routine (Seaton and Bennett, 1996: 197).
Sales Promotion has three main targets:

1) Consumers

2) The trade

3) The company

Sales promotion has many aims and objectives, they are:

- Gaining trial of awareness (e.g. an introductory offer for a new restaurant or ferry service)
- Encouraging early booking (e.g. tour operation often offer discounts at the start if the season to generate immediate booking)
- Encouraging repeat stays or visits (e.g. frequent flyer clubs and air miles offers)
- Combating competition (e.g. tour operators and airlines may cut their prices to match or improve on deals being run by competitors)
- Spreading visitors across wide area (e.g. a group attraction may join to offer inducement for multiple visitations).
- Shifting seasonal and temporal troughs (e.g. low season special offer and “happy hour” drink reductions in bars and restaurants may be used to attract customers to come at times when demand would otherwise be low).
- Motivating the trade (e.g. through increased commission to travel agencies) (Seaton and Bennet. (1996:199).

c. Personal Selling

Coltman in Seaton and Bennet, 1996:201 has defined personal selling as an interpersonal process, whereby the seller ascertains activities and
satisfies the needs and the wants of buyer, so that both the seller and the buyer get some benefits of it.

Seller in tourism can be many things, such as:

1. Travel agent’s telephone manner
2. How tourism department staffs deal with enquiries
3. The manner of an airline pilot addressing his passengers.

D. Public Relation

Public relation in tourism is about people who matter to a tourism organization think about it and how their perception, attitudes, and behavior can be kept or made positive (Seaton and Bennet, 1996:197).

Public relation officer has some duty such as:

1) To community her or his company with other companies or organizations.
2) To build and maintain morale within an organization through such things as good communication practices, incentives benefit, sort and activity provision.
3) To help the management section to explain the problems that have the relationship with mass, the customers, the employees and even to the stakeholders (seaton and bennet, 1996:197).

The targets of public relation are:

1) Customers
2) The travel trade
3) The media
4) The financial world
5) Public section organization, including national government, local authorities and tourist board, business communities, employees (recent and potential) and opinion formers.

C. Definition of Museum

Pierne Schommer in Sutaarga’s book entitled “Studi Museologia” gives the definition of museum as follows:

“Any permanent establishment set up for the purpose of preserving, studying, and enhancing by various means and in particular of exhibiting to the public for its elation and instruction, preserving artistic, historical scientific and technological collections” (Sutaarga, 1990; 28).

D. Description of Sangiran Site Museum

One of the interesting tourist destinations in Sragen is Sangiran Site museum. The museum is located in Krikilan village of Kalijambe district, Sragen regency, Central java. There are two ways to get there: one is by aeroplane from Adi Sumarmo Airport (Solo) we can take a vehicles to Sangiran Site Museum. The other is by Vehicles:

1. From Surakarta/Solo- Kalijambe-Sangiran (it is about 20 km to the north)
2. From Semarang – Purwodadi – Kalijambe – Sangiran
3. From Surabaya – Sragen – Kalijambe – Sangiran
4. From Jogjakarta - Surakarta/Solo – Kalijambe – Sangiran

Sangiran Site museum was legitimated by Education and Cultural Ministry, Drs.Fuad Hassan, on 1 August 1988. The museum built on a 16.675
square meters area stores more than 15,000 collections of fossils, stone tools, meteor and some copies of human fossils that are found in Sangiran site. Based on DR. Harry Widianto’s research ancient people or early man found in Sangiran Site was about 50 individuals in evolution period of not less than 1 million years. This number represents 65 % number of all human fossils that have been found in Indonesia and 50 % of all number of the same fossils in the world (Widianto, et.al., 1996: 1). Stratigraphically, this site is the most complete site of early man in Asia that the living process can be seen continuously since 2 million years ago up to 200,000 years ago from Pliocene period to middle Pleistocene period. The building of this museum is in Joglo style that consists of:

1. **Exhibition Room or Display Room**
   
   Sangiran Site museum has three Exhibition rooms. Those rooms are used to display the collection of Fossils.

2. **Laboratory Room**
   
   It is used for conservation processing to the fossils found there.

3. **Library**
   
   It is a room for book collection.

4. **Meeting Room**
   
   It is a room for all meeting conducted in museum.

5. **Store Room**
   
   This room is used to store fossils that cannot be stored in the display room because of the limited place.
6. Audio Visual Room

   It is a room built special for playing a story of early man civilization. Tourists can watch the movie like in theatre because this room provides 50 chairs for them.

Facilities provided in Sangiran Site museum are:

1. Mushola

   This facility is available to Moslem visitors who want to do worshipping.

2. Toilet

   There are four toilets near to the mushola.

3. Souvenir shop

   The tourist can spend their money to buy handicraft made from stone. This handicraft is the origin Sangiran people’s product, so the tourist will not get any trouble to get souvenirs from Sangiran.

4. Canteen

   Tourists do not need worry if hungry or thirsty because there are several canteens that are near with museum providing delicious local food. The waiter will serve you friendly.

   This museum is managed by tourism department of Sragen addressed in Jl. Sukowati No. 158, Sragen. The number of employees working there are about 40 people that consist of 30 people from Suaka Prambanan institution and 10 people from tourism department of Sragen. The schedule is divided into two allocations for each employee. For the staffs, they work from Sunday to Friday begin at 07.00-15.00 and for the securities, they work from Monday to Sunday begin from 07.00-20.00.
CHAPTER III

METHODOLOGY

A. Techniques of Collecting Data

This report is a descriptive research. Descriptive research is research that uses methods such as arranging, explaining, analyzing data and taking conclusion. (Winarno Surackhmad, 1994; 40). There are three techniques that have been applied by the writer in order to collect data needed in this final project. These techniques are:

1. Observation

   In order to get an adequate data, the writer must involve directly into the population that she observes, therefore the writer identifies her techniques as observation.

2. Interview

   In addition to get the data by observing, the writer also has her data by interviewing the staffs of tourism department of Sragen and Sangiran Site museum.

3. Library study

   The writer used several references of tourism books to identify some definitions that have the relationship with the final project writing process. To get references the writer visit the library by reading several books related to the topic.
B. Techniques of Analyzing Data

In analyzing data, the writer collected the data and analyzed it through these following steps:

1. Collecting all of the data that had been obtained in the job-training place.

2. Selecting the data and all the information that are appropriate with the problem statements.

3. Analyzing the classified data systematically by discerning the correlation among reality in the field and theory (from references and information sources)

4. Drawing conclusion from the discussion and providing the solution.

CHAPTER IV

DISCUSSION

A. The Efforts in Improving Tourist Visit at Sangiran Site Museum

From the observation held in Sangiran Site museum on 10th of January 2005 up to 10 February 2005 and the interview with the staffs of Sangiran Site museum and the staffs of tourism department of Sragen, the writer gets some data and information. From the analysis of the data and information, it is found that
there are some efforts of tourism department of Sragen to improve tourist visit at Sangiran Site museum. It will be discussed below:

1. Promoting Sangiran Site museum

The kinds of promotion activities conducted by tourism department of Sragen to improve tourist visit at Sangiran Site museum are:

a. Participating In Local Exhibitions And Cultural Activities

To introduce the tourism product in Sragen regency especially Sangiran Site museum, tourism department of Sragen participates in exhibitions and cultural activities such as:

- Indonesia Tourism Gateway to Indonesia in Kuala Lumpur, Malaysia in 2004.
- Batam Expo 2003 in Batam centre, Batam
- Gebyar wisata Nusantara 2004 in Jakarta

In this exhibition, Sragen got an award from cultural and tourism minister of Indonesia as a favorite participant.

- PPRP (Pekan Raya Promosi Pembangunan) exhibition or Central java Expo 2003 in Semarang.
- Nusa Dua Bali Festival in Nusa Dua, Bali
- Permanent member of Bengawan Solo Fair in Surakarta
- Borobudur International Festival in Borobudur, Magelang

In this exhibition held in 11-17 June 2003, Sragen got an award as runner up of arts and handicrafts exhibition trade, tourism and investment exhibition.
b. Making Relationship with the Other Institutions

In promoting Sangiran Site museum, Tourism department of Sragen needs to make cooperation with the other governmental department and private companies. The cooperation having been done by tourism department of Sragen are:

- Cooperating with PT. Promosindo. The program in this cooperation is “Museum Goes to School”. Tourism department of Sragen and PT. Promosindo visited schools from elementary school up to senior high school in Sragen Regency.
- Making cooperation with travel agent in Java to Bali by placing Leaflet in travel agent in Java to Bali.
- Working together with “ASITA” (Asosiasi Travel Sesurakarta) to create a tourism package.
- Cooperating with Tourism department of Central Java to make a tourism package.
- Cooperating with Education and Cultural Department in making a curriculum, inserting Sangiran Site museum as a part of subject matter of history, and making program “Wajib Kunjung” for students of Elementary School up to Senior High School in Sragen regency.
- Cooperating with internet, making a website that provides a wealth of information. The users visit the website, they can garner a wealth of information about tourist destination in Sragen especially Sangiran Site museum. New information can be made available almost immediately.
• Working together with tourism department of Surakarta, Boyolali, Sukoharjo, Wonogiri, and Klaten to develop tourism in SUBOSUKOWONOSRATEN regency.

c. Selecting Duta Wisata Contest

Tourism Department of Sragen holds Putra and Putri Sukowati contest each year. The aim of this contest is to choose the best man and woman representing Sragen in Duta Wisata in province competition. By this contest the winners are hoped able to promote Sragen, especially Sangiran Site museum as a potential tourist destination.

2. Making Promotion Mix

It is necessary to have some promotions mix to gain more tourists to visit Sangiran Site museum. Tourism department of Sragen uses many kinds of promotion means, such as advertisement, sales promotion and face-to-face promotion.
a. Advertisement

Tourism department of Sragen uses advertisement to give much information about Sangiran Site museum to the target audiences. The information is distributed in electronically and by printed media. Promoting Sangiran museum by electronically is videocassette and website in internet. Another media is printed media, types of printed media using by tourism department of Sragen are leaflets, brochures, folders, and guidebooks.

b. Sales Promotion

The activity of sales promotion is conducting exhibitions, such as Borobudur International festival, Bengawan Solo Fair, etc., making cooperation with other institutions or a company, for example PT. PROMOSINDO, ASITA, travel agents and other tourism departments.

c. Face to face promotion

The activity of this promotion is by making presentation to government or private institution and educational institutions in Indonesia, for instance, visiting schools in Sragen regency to introduce Sangiran Site museum to the students.

3. Adding and Repairing Public Facilities

Besides the efforts discussed above, Tourism department of Sragen also conducts other efforts to attract the tourists to visit the museum inclining to the development of the tourist destination like the following below:
a. Adding some buildings for display room.
b. Repairing streets leading to the tourist destination area.
c. Constructing an entrance gate to the tourist destination area.
d. Structuring a watchtower that provides a panorama view of the landscape of Sangiran site.
e. Structuring a theater that plays a movie of a human evolution.

B. The Problems Faced by Tourism Department of Sragen

There are many problems faced by tourism department of Sragen during doing the efforts in improving tourist visit at Sangiran Site museum. The problems are as follow:

1. Human Resources problem

The great important problem in Sangiran Site museum is the lack of human resources. The particular problems are the lack-qualified staff for the museum and especially trained employees like guardians and tour guides for the site.

2. Financial problem

The finance for the museum comes late into tourism department of Sragen. It makes the efficiency of tourism department of Sragen officers not run quickly and maximally in developing the museum.

3. Limited facilities to support the activities of the tourists

Facility is the main thing for a tourist destination. Sangiran Site museum has some facilities, but the available facilities are not good enough to make the tourist comfortable. For example, in the museum there is no a proper cafeteria, there are only some canteen with a bad condition (the building is not good). Another example is there is no certain parking area with security. Visitors
often complain about the parking area that is not arranged well. They are confuse and unsafe when they want to park their vehicles.

4. Lack of supporting attraction

The attraction in Sangiran Site museum is only fossils. The visitors will fell bore if there are no other attractio. In this case, tourism department of Sragen has created a “Master Plan”. This Master Plan contains of development planning of Sangiran Site museum.

5. Low tourism awareness from society

The participation of the local society in preserving the fossils as a cultural heritage is low. There are many local people who find fossils prefer sell their fossils to other people or institutions to the government. Then, the fossils will be sold to foreign country. They can get money quickly by selling the fossil to other people. It is very unprofitable for Indonesia especially Sangiran Site museum because they have lost one of the collections of the world heritage. In solving this problem Sragen government provides “Standing Fund” as a payment for someone who finds fossil. The society can get the money quickly, so they do not need sell the fossil to other people or institutions.

6. The unclear management system in Sangiran Site museum office

In managing the tourist destination, Sangiran Site office does not have a clear management system. Although it has been divided into several divisions, in fact some employees have some duties on many divisions. Therefore, the management system becomes complicated and each division cannot optimize their function.
C. The Solution for the Problems

The problems above will likely lead to other new problems. There are some ways to solve the problems. It is expected that the following ways may be a solution for the problems.

1. For the human resources problem
   - Joining into more seminars, tourism training and educational program about technical and managerial tourism skills.
   - Establishing a training center of tourism to repair the potency of human resources of tourism in serving the tourist’s demands.

2. For financial problem
   - Working together with other institutions or tourism actors.

3. For the limited facilities in the museum to support those activities
   Structuring facilities that attract the tourist such as:
   - Repairing the building of the canteens.
   - Establishing other new facilities
     - Providing a well arranged parking area with the security.
     - Structuring restaurant or cafeteria

4. For the lack supporting attractions
   - Creating another attraction that attracts tourists.
5. For the low tourism awareness from society
   - Giving more illumination about tourism awareness to the society.

6. For the unclear management
   - Helping the staffs of Sangiran Site museum to create the new and clear management.
   - Adding the number of employee, especially employee who understands and masters tourism well.

CHAPTER V
CONCLUSION AND SUGGESTION

A. Conclusion

Based on the analysis of the previous chapter about the efforts of tourism department of Sraken in improving tourist visit at Sangiran Site museum and the problems faced by tourism department of Sraken in conducting those efforts, the writer finally come into conclusion as follow:

There are some efforts done by tourism department of Sraken in improving the tourist visit at Sangiran Site museum. The efforts are:

I. Participating in local exhibitions, general exhibitions and cultural activities:
   - Bengawan Solo Fair
   - Borobudur International Festifal
   - Indonesia Tourism Gateway to Indonesia in Kuala Lumpur, Malaysia.
- Batam Expo 2003 in Batam centre, Batam
- Gebyar wisata Nusantara 2004 in Jakarta
- PPRP (Pekan Raya Promosi Pembangunan) exhibition or Central java Expo 2003 in Semarang.
- Nusa Dua Bali Festival in Nusa Dua, Bali.

II. Making relationship with the other institution
- Cooperating with PT. Promosindo
- Making cooperation with travel agent in Java to Bali by placing Leaflet in travel agent in Java to Bali.
- Working together with “ASITA” (Asosiasi Travel Sesurakarta)
- Cooperating with Tourism department of Central Java
- Working together with tourism department of Surakarta, Boyolali, Sukoharjo, Wonogiri, and Klaten.
- Selecting Duta Wisata contest

III. Making Promotion Mix
- Advertisement
- Sales Promotion
- Face to face promotion

IV. Adding and Repairing Public Facilities
- Adding some building for display room
- Repairing streets leading to the tourist destination area
- Constructing an entrance gate to the tourist destination area
- Structuring a watchtower that provides a panorama view of the landscape
Establishing a theatre that plays a movie of a human evolution.

There are many problems faced by tourism department of Sragen during improve tourist visit at Sangiran Site museum. The problems are as follow:

1. Human Resources problem
   - The lack-qualified staff for the museum and especially trained employees like guardians and tour guides for the site.
   - The Lack of understanding in tourism and its development from Tourism department of Sragen and Sangiran Site officers.
2. Financial problem
   - The finance for the museum comes late into tourism department of Sragen.

3. Limited facilities to support the activities of the tourists
   - The available facilities are not good enough to make the tourist comfortable

4. Lack of supporting attraction
   - There is no another attraction except the fossils

5. Low tourism awareness from society
   - There are many local people who find fossils prefer sell their fossils to other people or institutions than to the government.

6. The unclear management system in Sangiran Site museum office
   - Some employees have some duties on many divisions.

The Solution for the problems:

1. For the human resources problem
   - Joining into more seminars, tourism training and educational program about technical and managerial tourism skills.
   - Establishing a training center of tourism to repair the potency of human resources of tourism in serving the tourist’s demands.

2. For financial problem
   - Working together with other institutions or tourism actors.

3. For the limited facilities in the museum to support those activities
   - Structuring facilities that attract the tourist such as:
     - Structuring restaurant or cafeteria
- Establishing a well arranged parking area with the security

4. For the lack of supporting attraction
   - Creating other attractions attracting tourists

5. For the low tourism awareness from society
   - Giving illuminations about tourism awareness

6. For the unclear management system in Sangiran Site museum
   - Creating a new management system
   - Adding the number of the employee.

**B. Suggestion**

1. Tourism department of Sragen

   Tourism department of Sragen should conduct more promotion in introducing Sangiran Site museum. They should conduct more promotion by joining in some cultural and tourism exhibition both in inbound and outbound exhibitions and using foreign models in promotion package when do outbound promotion in order to prove that there are foreign tourists interesting and visiting Sangiran Site museum.

2. The English Diploma Program

   It is necessary for the program to have relation with companies or tourism institutions in order to help the students to do the job training.

3. The society in Sragen

   It is hoped that the society in Sragen regency especially in Sangiran will support the development of Sangiran Site museum by preserving the museum and the collections.
4. Other observers

This result of this observation can be used as a reference for those who want to conduct similar observations from difference points of view. The new observer may complete this observation.

BIBLIOGRAPHY


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APPENDICES
Images Of Sangiran Site Museum

Sangiran Site Museum

Watch Tower (Menara Pandang)
New Building of Sangiran Site Museum

New Building of Sangiran Site Museum
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**MUSEUM SITUS PRASEJARAH SANGIRAN**
**TAHUN 2001**
### JUMLAH PENGUNJUNG
MUSEUM SITUS PRASEJARAH SANGIRAN
TAHUN: 2002

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| Jumlah | 2407 | 5963 | 4830 | 2535 | 11034 | 652 | 510 |

### MUSEUM SITUS PRASEJARAH SANGIRAN
TAHUN 2002

![Graph showing visitor count for each month in 2002.](image-url)
### JUMLAH PENGUNJUNG

**MUSEUM SITUS PRASEJARAH SANGIRAN**  
**TAHUN: 2003**

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**MUSEUM SITUS PRASEJARAH SANGIRAN**  
**TAHUN 2003**
# JUMLAH PENGUNJUNG
MUSEUM SITUS PRASEJARAH SANGIRAN
TAHUN: 2004

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## MUSEUM SITUS PRASEJARAH SANGIRAN
TAHUN 2004

![Graph of visitor numbers by month](chart.png)