

ANALYSIS OF TOURISM ACTIVITIES AT THE JAKARTA PUPPET MUSEUM

Hasna Nabilah Kurnia^{1a*}, Irena Novarlia^{2b}, Dally Nur Arif^{3c}

¹²³ Department of Industrial Tourism, Sumedang Campus, Universitas Pendidikan Indonesia, Jl. Mayor Abdurachman No. 211, Sumedang 45322, Indonesia

^aE-mail: hasnanabilahk@upi.edu

^bE-mail: irenanovarlia@upi.edu

^cE-mail: dallynarif@upi.edu

(*) Corresponding Author

hasnanabilahk@upi.edu

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ABSTRACT

This study aims to analyze tourism activities at the Jakarta Puppet Museum as a cultural tourism destination through the dimensions of experience, entertainment, and visitor satisfaction. Using a qualitative case study approach, data were collected through direct observation, semi-structured interviews with museum management, guides, and visitors, as well as documentation. Data were analyzed using the interactive model of Miles and Huberman, consisting of data reduction, data display, and conclusion drawing, while validity was ensured through source and technique triangulation. The findings reveal that tourism activities at the Jakarta Puppet Museum provide meaningful educational experiences through guided tours, cultural workshops, and direct interaction with puppet collections. The entertainment dimension is supported by regular puppet performances and an immersive room that serves as a distinctive attraction. Visitor satisfaction was generally positive, reflecting the museum's ability to combine educational and recreational functions effectively. This study contributes to the understanding of cultural tourism management by demonstrating how interactive and experience-based activities can enhance visitor engagement and satisfaction in museum destinations..

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INTRODUCTION

Cultural tourism plays an important role not only in providing educational value for visitors but also in preserving cultural heritage. As cultural institutions, museums function to collect, preserve, and communicate historical, artistic, and cultural values to the public. One of the cultural tourism attractions in Jakarta is the Jakarta Puppet Museum, located in the Kota Tua area, which houses a diverse collection of puppets from various regions of Indonesia. The museum contributes significantly to the preservation of wayang as a traditional performing art recognized by UNESCO as an Intangible Cultural Heritage due to its philosophical, historical, and aesthetic significance (Simanihuruk et al., 2024).

Despite their cultural importance, museums often face challenges in attracting visitors, particularly younger generations. Contemporary tourists tend to prefer destinations that provide interactive experiences and engaging

entertainment rather than conventional exhibitions. Consequently, museums are required to develop innovative tourism activities that combine educational and recreational values. At the Jakarta Puppet Museum, such activities include collection exhibitions, puppet performances, educational programs, and cultural workshops. These activities have the potential to enrich visitor experiences and strengthen the museum's attractiveness as a cultural tourism destination (Laurentsa & Sarudin, 2024).

Previous studies on the Jakarta Puppet Museum have primarily focused on visitor perceptions, visiting intentions, and promotional strategies (Azhari, 2022; Laurentsa & Sarudin, 2024). Other studies have highlighted the importance of technology and digital media in increasing visitor engagement and supporting museum promotion (Simanihuruk et al., 2024). However, limited attention has been given to tourism activities themselves as the central element shaping visitor experiences, entertainment value, and satisfaction. This indicates a research gap in understanding how tourism activities contribute to the development of the museum as a cultural tourism destination.

Therefore, this study seeks to analyze tourism activities at the Jakarta Puppet Museum from the perspectives of visitor experience, entertainment, and visitor satisfaction. The novelty of this research lies in its focus on tourism activities as the primary unit of analysis, rather than solely examining visitor perceptions, visitation interest, or promotional efforts. Furthermore, by employing a qualitative approach, this study explores the meanings, experiences, and interpretations of both visitors and museum managers regarding the tourism activities conducted within the museum.

Based on this background, the study aims to answer the following research questions: (1) How are tourism activities at the Jakarta Puppet Museum perceived in terms of visitor experience? (2) How do tourism activities contribute to the entertainment dimension of the museum? and (3) How do tourism activities influence visitor satisfaction? The findings are expected to contribute to the literature on cultural tourism and museum management, particularly regarding the development of thematic museums based on traditional cultural heritage.

LITERATURE REVIEW

Definition of Tourism

Tourism is the temporary travel of a person or group of people from their place of origin to a location with the non-fixed purpose of living or working there. According to Yoeti (2008), tourism is a trip that is carried out for a while from one place to another with the aim of enjoying the trip for recreation, self-development, or to learn the uniqueness of the attraction of the place visited. According to this definition, tourism includes not only physical travel, but also the experiences that tourists have during their stay in the destination.

However, according to Pitana and Diarta (2009), tourism is a system consisting of various interconnected components, such as tourists, tourist attractions, supporting facilities, and tourism activities. Tourism activities play an important role in this system because they are a real way of interaction between tourists and their destinations. It is difficult for a place to provide visitors with a significant tourist experience if there is no activity.

Furthermore, the Ministry of Tourism and Creative Economy (2022) explained that tourism development must pay attention to the diversity of activities offered so that destinations are able to attract tourists and create quality tourist experiences. Thus, tourism activities are an important factor in the development of tourist destinations, including cultural tourism destinations.

Based on these various definitions and concepts of tourism, it can be understood that tourism is not only interpreted as a travel activity, but as a system that involves interaction between tourists, tourist attractions, tourist activities, and supporting facilities. The activities carried out by tourists during their visit are an important element in determining the quality of the tourist experience obtained.

In the context of this research, the concept of tourism is the foundation to understand how the Jakarta Wayang Museum not only plays a role as a collection showroom, but also as a tourist destination that offers a variety of tourism activities, such as educational activities, cultural interpretation, and visitor interaction with the collection. Therefore, an understanding of the concept of tourism is needed to analyze the potential of museums based on the tourism activities developed.

Cultural Tourism

One type of tourism that uses cultural elements as the main attraction is cultural tourism. Cultural tourism is tourism that aims to enjoy, understand, and appreciate cultural values, both tangible such as buildings and artifacts

and intangible ones such as traditions, performing arts, and community value systems. Richards (2001) defines cultural tourism as follows. The introduction and preservation of cultural heritage to the wider community can be achieved through the cultural tourism industry.

Cultural tourism not only serves as entertainment, but also as a tool for teaching and preserving cultural heritage. According to UNWTO (2018), tourists have the opportunity to gain educational experience and increase awareness of the importance of preserving cultural heritage. Due to their role in the preservation, education, and dissemination of cultural values, museums are one of the main destinations for cultural tourism in this context. In addition, Putra (2022) stated that cultural tourism has an important role in sustainable tourism development because it is able to maintain cultural sustainability while providing economic benefits for destinations. Therefore, the development of cultural tourism must pay attention to the management of tourism activities in accordance with its cultural values.

The Jakarta Wayang Museum, which elevates the art of puppetry as a cultural heritage, can be categorized as a cultural tourism destination. The existence of this museum not only holds a collection of puppets, but also conveys the philosophical value, history, and cultural significance of puppets through various tourism activities organized.

Definition and Function of Museum

The museum is a permanent institution that is non-profit and open to the public. Their duties are to collect, preserve, research, communicate, and exhibit cultural and natural heritage for education, research, and recreation (ICOM, 2022). Museums not only serve as a repository of collections, but also as a place where people interact with cultural heritage.

In line with this definition, museums are also considered non-formal learning resources that help people learn about history, art, and culture through personal experiences. The museum can convey cultural messages to visitors through its collections. Therefore, museum management focuses not only on the conservation of collections, but also on how they can be effectively communicated and attractive to visitors.

Museums have several key roles based on their functions, including preservation, education, research, and recreation. The preservation function includes preserving, caring for, and maintaining the collection to keep alive as a cultural heritage. The educational function includes providing information, interpreting collections, and conducting courses aimed at various community groups. Meanwhile, the research function is related to keeping the collection alive as a cultural heritage.

Museums not only have such functions, but they also have a recreational function, which makes them a public place to spend time productively. This recreational function further places museums as part of tourism, as they can offer an experience that is not only informative but also entertaining. As such, museums have the potential to develop into cultural tourist destinations that not only feature static collections, but also offer something more than that.

The function of museums in the tourism industry plays an important role in the development of various tourism activities that can increase the attractiveness of museums for tourists. The museum's function can be used to create a significant tourist experience through activities such as thematic exhibitions, cultural performances, educational programs, and interpretive tours. This shows that museums can help cultural tourism strategically, especially in urban areas that have a lot of historical and cultural value.



Figure 1. Puppet Museum

Source: Author's Documentation (2026)

In relation to this study, the understanding of the definition and function of museums is the basis for assessing the Jakarta Wayang Museum as a cultural tourism destination. The Jakarta Wayang Museum not only houses a collection of puppets but is also a place of recreation and education that offers visitors a variety of tourism activities. Therefore, the study of the function of museums is used as a basis for determining how tourism activities at the Jakarta Wayang Museum can be used to increase cultural tourism.

Museums in the Context of Cultural Tourism

Museums are tourist attractions that offer knowledge- and cultural-based experiences. Museums are part of cultural heritage destinations, according to Timothy and Boyd (2003). They help visitors understand the heritage of the past and interact with history. The museum tells the story and meaning of the collection on display.

McLean (1997) emphasized that contemporary museums must move from collection-centered to visitor-centered. The development of interactive, educational, and participatory tourism events can enable this transformation to happen. Museums can provide a more engaging and relevant travel experience for different customer demographics.

With the growth of cultural tourism, museums are forced to adapt to the desires and characteristics of tourists. The museum strives to provide visitors with a travel experience that is not only informative, but also engaging and interactive. This can be achieved through a variety of tourism activities, such as interactive exhibitions, cultural arts performances, educational programs, and interpretive activities that require visitor participation. The museum has both cultural and recreational learning functions that have educational value.

Museums are one of the main attractions in urban tourism that can enhance the tourists' experience in a city. The presence of museums in the city center or historical areas facilitates access for tourists and supports the development of tourism based on local culture. Museums that are able to integrate cultural values with tourism activities can increase the number of visits and extend the length of stay of tourists.

In connection with this research, the Jakarta Wayang Museum has strong characteristics as a cultural tourism destination because it presents the cultural heritage of puppetry, which has been recognized as an intangible cultural heritage by UNESCO. The museum not only has a collection of puppets, but it also offers a variety of cultural and educational activities to enhance the visitor experience. Therefore, in the context of cultural tourism, the Jakarta Wayang Museum is an interesting object to study.

Definition of Tourism Activities

All forms of activities carried out by tourists while at tourist sites are referred to as tourism activities. According to Yoeti (2008), tourism activities include various activities that can provide experience, entertainment, and satisfaction to tourists. These activities are important components that affect the duration of a visit, satisfaction level, and the impression left by a place.

Tourism activities are not only limited to physical activities, but also include non-physical activities such as seeing, learning, and appreciating cultural values. These activities can be done individually or in groups, and can be passive or active, depending on the characteristics of the destination and the interests of the tourists. Thus, tourism activities are very diverse and can be adjusted to the context of tourist destinations.

Based on this understanding, tourism activities can be considered an essential element of the tourist experience. Well-designed activities will provide a significant experience and increase tourist satisfaction, on the other hand, limited activities can make tourist destinations less attractive even though they have a lot of resources at their disposal.

Tourism activities help convey cultural values to tourists in cultural tourism destinations. Tourists can see and understand the cultural meaning contained in tourist attractions through educational and interpretive activities. Therefore, the development of tourism activities is essential to assess the prospects of cultural tourism destinations, including museums.

Therefore, tourism activities can be defined as a series of actions taken by tourists to take advantage of tourist attractions and shape the tourist experience. Understanding this definition is essential to analyze the prospects of the Jakarta Wayang Museum based on the tourism activities offered to visitors.

Types of Tourism Activities in Museums

Tourism activities in museums are an important part of the visitor's travel experience and determine how attractive museums are as cultural tourist destinations. Along with changing needs and preferences of tourists, the types of tourist activities in museums continue to grow. The museum now not only offers visitors the opportunity to

look at the collection passively; They have developed different types of events that are educational, recreative, and interactive.

Educational Activities

Educational activities in museums are in line with their main function as a means of non-formal education. The purpose of this educational activity is to provide visitors with knowledge and understanding of the historical, artistic, and cultural value contained in its collections. Forms of educational activities include permanent and temporary exhibitions equipped with interpretive information, guided tours, screenings of educational films or videos, and learning programs for learners and students.



Figure 2. Shadow Puppet

Source: Author's Documentation (2026)

Educational activities help visitors understand the cultural context and history of the collections on display. Through these activities, museums serve as tools for cultural interpretations that connect visitors and collections. In the cultural tourism industry, educational activities are an important component in assessing the possibility of museums as tourist attractions that have learning value.

Recreational Activities

Thematic exhibitions, art and cultural performances, cultural festivals, and special events that honor the arts are some examples of recreational activities that are carried out in museums with the aim of making visitors happy and enjoying their time there. Museums can be a cultural recreation space for the community.



Figure 2. Interactive Games

Source: Author's Documentation (2026)

Recreational activities help increase the museum's appeal to a wide range of visitor demographics, including general tourists and families. By providing an interesting and fun atmosphere, recreational activities can increase

visitors' interest and extend the length of stay at the museum. Recreational activities also function as a means of cultural preservation in cultural museums in a way that is easier and more acceptable to the public.

Interaction Activities

Interactive activities at the museum allow visitors to actively participate in their travel experiences and interact with the collections, exhibitions, and cultural activities organized by the museum. Examples of interactive activities include workshops, cultural simulations, educational games, the use of interactive digital media, and practical activities involving visitor participation.



Figure 3. Immersive

Source: Author's Documentation (2026)

Interactive activities have an important role in creating memorable and meaningful travel experiences. Active involvement of visitors can increase understanding, interest, and appreciation of the cultural values presented. In the context of modern cultural tourism, interactive activities are one of the museum's strategies in adapting to the characteristics of tourists who want a participatory and immersive tourism experience.

Tourism Support Activities

In addition to the main activities, the museum also has supporting activities that play a role in improving the comfort and quality of tourist visits. Tourism support activities at the museum include the provision of information facilities, tour guide services, souvenir shops, rest rooms, and other supporting facilities. These supporting activities are not directly related to the collection, but contribute to creating an all-round tourist experience.

Tourism support activities help museums meet the needs of tourists during their visit, so that they can increase visitor satisfaction. The existence of adequate supporting activities also affects the image of the museum as a visitor-friendly and professional tourist destination.

Thus, the types of tourism activities in the museum include educational, recreative, interactive, and tourism support activities that complement each other in shaping the visitor's tourism experience. These types of activities are the basis for analyzing the potential of the Jakarta Wayang Museum based on the tourism activities developed, so that it can be known to what extent the museum is able to play a role as an attractive and sustainable cultural tourism destination.

Tourism Activities and Tourism Experiences

Pine and Gilmore (1999) introduced the concept of Experience Economy which states that experience is the main value sought by consumers, including tourists. They put forward four dimensions of experience, namely entertainment, education, aesthetics, and escapism. Well-designed tourism activities can create a combination of these four dimensions.

Well-designed tourism activities can improve the quality of the tourism experience by providing opportunities for tourists to actively participate. Activities that directly involve tourists tend to produce a more immersive and

memorable experience than passive activities. In the context of museums, activities such as guided tours, cultural workshops, and art performances allow tourists to understand cultural values in a more contextual way.

In cultural tourism, the tourism experience is not only related to the entertainment aspect, but also to the learning process and cultural meaning. Tourism activities serve as an interpretive medium that helps tourists understand the historical background, symbols, and cultural significance of the tourist attractions visited. Thus, tourism activities are an important means of conveying cultural values to tourists effectively.

Related to this study, the relationship between tourism activities and tourist experiences is the basis for analyzing the potential of the Jakarta Wayang Museum as a cultural tourism destination. Tourism activities held at the Jakarta Wayang Museum, such as educational, recreative, and interactive activities, have the potential to form a distinctive and meaningful tourist experience for visitors. Therefore, analysis of tourism activities is important to understand how tourist experiences can be created and developed in the museum.

Understanding Tourism Potential

Tourism potential is all resources owned by a region or destination that can be developed into tourist attractions. Pitana and Diarta (2009) explained that tourism potential includes elements of tourist attractions, supporting facilities, accessibility, and activities that can be enjoyed by tourists. This potential is the basis for the development of tourism destinations because it shows the ability of a region to attract tourist visits.

Tourism potential is not only limited to natural and cultural resources, but also includes non-physical potentials such as tourism activities, services, and tourist experiences offered to visitors. The potential of a destination can be latent if it has not been developed optimally, and can become an actual potential if it has been managed and utilized effectively. Therefore, an analysis of tourism potential is needed to identify and assess the extent to which the resources owned can be developed as tourist attractions.

In the context of cultural tourism, tourism potential is closely related to the cultural values that a destination has. This potential can be in the form of cultural heritage, traditions, art, and cultural activities that are able to provide meaningful tourism experiences. Tourism activities are an important element in actualizing cultural potential, because through these activities tourists can interact directly with the cultural values offered.

The Potential of Activity-Based Tourism

Pitana and Diarta (2009) emphasized that the potential of tourism does not only lie in tourist attractions, but also in activities that can be carried out by tourists. Interesting and meaningful tourism activities can increase the attractiveness of a destination and provide added value for tourists. In the context of museums, tourism activities are a very important non-physical potential because they play a direct role in shaping the visitor experience.

The potential of activity-based tourism is also related to the ability of destinations to create meaningful tourism experiences. Well-designed activities will encourage active participation of travelers and result in a more personalized and memorable experience. On the other hand, limited activities can hinder the utilization of the cultural potential of tourist destinations. Thus, activity-based potential analysis is important in assessing the competitiveness of cultural tourism destinations.

RESEARCH METHODOLOGY

This study employed a qualitative approach using a case study design. A qualitative approach was selected because the research aimed to gain an in-depth understanding of tourism activities at the Jakarta Puppet Museum and to explore the museum's potential as a cultural tourism destination. This approach enables researchers to examine the meanings, experiences, and perspectives of participants based on real-life situations and social contexts (Moleong, 2019). The case study design was chosen because the research focused on a single, specific setting, namely the Jakarta Puppet Museum. According to Yin (2018), a case study is appropriate when researchers seek to investigate a contemporary phenomenon within its real-life context. In this research, tourism activities represent the phenomenon under study, while the museum serves as the contextual setting as both a cultural institution and a tourism destination. Through this approach, the study provides a comprehensive understanding of how tourism activities contribute to visitor experiences, entertainment value, and visitor satisfaction, as well as how these activities reflect the museum's development potential.

The research was conducted at the Jakarta Puppet Museum, located in the Kota Tua area of Jakarta. Data collection was carried out through field observations, interviews, and documentation. Participants were selected using

purposive sampling, which allows researchers to choose informants who possess relevant knowledge and direct involvement in the phenomenon being studied (Moleong, 2019). The informants consisted of museum managers, museum guides, and museum visitors. Managers and guides were selected as key informants because of their involvement in planning and implementing tourism activities, while visitors were selected to provide insights into their experiences and perceptions of the museum's tourism offerings. The selection criteria for informants included direct involvement in tourism activities, the ability to provide relevant information, and willingness to participate in the study. The number of informants was determined based on the principle of data saturation, meaning that data collection continued until no substantial new information emerged from subsequent interviews (Creswell & Poth, 2018).

Data collection was conducted using three techniques. First, direct observation was carried out to examine tourism activities taking place within the museum, including educational, recreational, and interactive activities. Observation enabled researchers to gain firsthand insights into visitor behavior, participation patterns, and interactions with museum exhibits and programs (Anggito & Setiawan, 2018). Second, semi-structured interviews were conducted with selected informants. This interview format provided flexibility for researchers to explore participants' experiences and perspectives while maintaining consistency with the research objectives. The interview questions focused on tourism activities offered by the museum, visitor experiences during participation, entertainment aspects perceived by visitors, visitor satisfaction, and opportunities for improving the museum's tourism potential (Creswell & Poth, 2018). Third, documentation was collected to complement interview and observation data. Documentation included photographs, field notes, museum publications, activity reports, promotional materials, and other documents related to tourism activities at the Jakarta Puppet Museum.

The study utilized both primary and secondary data. Primary data were obtained through interviews and direct observations conducted at the research site. Secondary data were gathered from museum documents, activity reports, archives, books, and scientific literature related to cultural tourism and museum management. Data analysis followed the interactive model developed by Miles and Huberman (1994), consisting of data reduction, data display, and conclusion drawing. During the data reduction stage, interview transcripts, observation records, and documentation were reviewed, selected, and organized according to the research focus. Relevant information was coded and categorized into themes associated with visitor experience, entertainment, and visitor satisfaction. Following the coding process, similar codes were grouped into broader categories and themes to identify patterns and relationships among the collected data. These themes served as the basis for interpreting the tourism potential of the Jakarta Puppet Museum. The iterative coding process allowed researchers to continuously compare findings from different sources and refine thematic interpretations throughout the study.

The data display stage involved organizing the categorized information into narrative descriptions, thematic matrices, and summary tables to facilitate the identification of patterns, relationships, and trends. This process enabled a clearer understanding of how tourism activities contributed to the museum's attractiveness as a cultural tourism destination. The final stage involved drawing and verifying conclusions. Conclusions were developed through continuous interpretation of the data and were verified throughout the research process by comparing evidence obtained from different sources. This approach ensured that the findings accurately reflected the realities observed in the field.

To enhance the credibility and trustworthiness of the findings, the study employed source triangulation and method triangulation. Source triangulation was conducted by comparing information obtained from museum managers, guides, and visitors. Method triangulation involved comparing findings derived from interviews, observations, and documentation. Consistency across these different sources and methods was used to strengthen the validity of the research findings (Moleong, 2019). The research process consisted of four stages: research preparation through literature review and proposal development, data collection through observation, interviews, and documentation, data analysis using the Miles and Huberman model, and report writing and conclusion formulation (Sugiyono, 2022).

RESULT AND DISCUSSION

Tourism Activities Reviewed from the Aspect of Experience

Based on the results of interviews and observations, tourism activities at the Jakarta Wayang Museum are able to provide a meaningful educational experience for visitors. The experience was gained through guided activities, delivery of collection information, cultural workshops, and direct interaction with various types of puppets on display. Visitors not only see the collection visually, but also gain an understanding of the history, philosophy, and cultural values contained in puppetry (Suwandi, interview, 2026).

The results of the observation showed that visitors seemed to actively pay attention to the guide's explanation and showed enthusiasm when participating in educational activities. This condition shows that the available activities are able to create an immersive learning experience and increase visitors' understanding of Indonesian culture (Research Observation Sheet, 2026).

The findings of this study are in line with the opinion of Richards (2018) who stated that cultural tourism provides an opportunity for tourists to gain a learning experience through direct interaction with the cultural heritage visited. This experience is one of the important factors that affect the quality of tourist visits because it allows for a learning process as well as cultural appreciation.

In addition, Packer and Ballantyne (2016) explain that quality tourism experiences are not only obtained through recreational activities, but also through the cognitive and emotional involvement of tourists towards the objects visited. In the context of the Jakarta Wayang Museum, this involvement can be seen through visitors' interest in puppet stories, the philosophy of puppet figures, and the diversity of collections owned by the museum.

Thus, it can be concluded that the tourism activities available at the Jakarta Wayang Museum have been able to create an educational and meaningful cultural tourism experience for visitors.

Tourism Activities Reviewed from the Entertainment Aspect

The entertainment aspect is one of the important components of tourism activities at the Jakarta Wayang Museum. Based on the results of interviews, the museum routinely organizes puppet performances, cultural workshops, puppet coloring activities, and various other cultural programs that can be enjoyed by the public (Museum Guide, interview, 2026).

In addition to conventional cultural activities, the Jakarta Wayang Museum also presents an immersive space as an innovation in presenting cultural information. Based on the results of interviews with visitors, the immersive space is one of the main attractions because it is able to provide an interesting and different visual experience compared to museums in general (Visitor 1, interview, 2026).

The observation results show that the immersive space is the most visited area. Visitors seem enthusiastic about enjoying the visual presentations displayed and spending more time in the area than other showrooms (Research Observation Sheet, 2026).

These findings support the theory of Pine and Gilmore (1999) who stated that the entertainment element is one of the main dimensions in creating a memorable experience. The higher the level of visitor involvement with the activities presented, the more likely it is to create a positive tourist experience.

In addition, De Rojas and Camarero (2008) explain that cultural attractions that are attractively packaged are able to increase the satisfaction and emotional attachment of visitors to the destination. In this study, immersive spaces and puppet performances proved to be effective media in increasing the attractiveness of the Jakarta Wayang Museum.

Therefore, the available entertainment aspect not only serves as a means of recreation, but also as a medium to introduce puppet culture to the public in a more interesting and interactive way.

Tourism Activities Reviewed from the Satisfaction Aspect

Based on the results of the research, most visitors expressed satisfaction with the experience gained during their visit to the Jakarta Wayang Museum. This satisfaction is influenced by various factors, such as the friendliness of the officers, the quality of the guides, the cleanliness of the museum environment, and the adequate condition of the facilities (Visitor 2, interview, 2026).

The results of the observation show that the museum has a clean and well-organized environment. Supporting facilities such as showrooms, toilets, rest areas, and information boards are in good enough condition to support the comfort of visitors during visits (Research Observation Sheet, 2026).

The Head of the Museum explained that service evaluations are carried out periodically through the Community Satisfaction Survey (SKM). The evaluation is used as a basis for improving services and improving the quality of the visitor experience (Suwandi, interview, 2026).

The findings of this study are in line with the theory of Kotler, Bowen, and Makens (2017) which states that tourist satisfaction is the result of a comparison between expectations before making a visit and the experience gained after enjoying tourism products or services. If the experience obtained is in accordance with or exceeding expectations, then tourists will feel satisfied.

Brida, Meleddu, and Pulina (2012) also explained that the satisfaction of museum visitors is influenced by the quality of collections, the quality of information interpretation, services, and the comfort of the available facilities. In this study, these factors proved to be important elements that shape the satisfaction of visitors to the Jakarta Wayang Museum.

Based on the results of the study, the high level of visitor satisfaction is shown through the desire to revisit and recommend the Wayang Museum to family and friends. This shows that the available tourism activities have succeeded in meeting the needs and expectations of visitors

Overall, the results of the study show that tourism activities at the Jakarta Wayang Museum have a strong relationship between the aspects of experience, entertainment, and satisfaction. Educational experience gained through cultural guidance and interpretation activities is the main foundation in creating cultural tourism value. The entertainment aspect through puppet shows and immersive spaces plays a role in increasing tourist attractions, while visitor satisfaction is formed through the quality of service and adequate facilities. Thus, the Jakarta Wayang Museum can be categorized as a cultural tourism destination that successfully integrates the functions of education, entertainment, and cultural preservation in one comprehensive tourist experience.

CONCLUSIONS AND SUGGESTIONS

This study examined tourism activities at the Jakarta Puppet Museum from the perspectives of visitor experience, entertainment, and visitor satisfaction. The findings indicate that tourism activities at the museum contribute positively to all three dimensions. Visitors gained meaningful educational experiences through guided tours, workshops, and direct interaction with puppet collections. Entertainment value was created through puppet performances and immersive attractions that increased visitor engagement. Furthermore, visitors generally expressed satisfaction with the tourism activities, services, and facilities provided by the museum. These findings demonstrate that the Jakarta Puppet Museum possesses strong potential as a cultural tourism destination that successfully integrates cultural preservation, education, and recreation. The study contributes to the literature on cultural tourism and museum management by highlighting the importance of tourism activities as a key factor in shaping visitor experiences and satisfaction. Practically, the findings suggest that museums can strengthen their attractiveness by developing interactive and experience-based programs that combine educational and entertainment elements. This study is limited to a single case study at the Jakarta Puppet Museum and involves a relatively limited number of informants. Therefore, the findings cannot be generalized to all museums or cultural tourism destinations. Future research is recommended to examine similar themes in different museum contexts or to employ comparative and mixed-method approaches to obtain broader insights.

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