

## Analyzing Domestic and Foreign Visitors' Needs to Create Engaging Museum Experience for Young Generation

Novitasari\*, Candrika Citra Sari, Tri Astuti Handayani, Noverita Wahyuningsih

Politeknik Negeri Malang, Indonesia

\*[novitasari@polinema.ac.id](mailto:novitasari@polinema.ac.id)

---

### Article Info

Submitted, 22 January 2025

Revised, 20 March 2025

Accepted, 9 April 2025

---

### Keywords:

Museum;

Young generation;

Engaging activities;

Museum guide

---

### Kata Kunci:

Aktivitas yang menarik;

Generasi muda;

Museum;

Pemandu museum

---

### ABSTRACT

*The younger generation has a huge influence and is considered to be the key agent who will popularize the museum. However, the young generation perceives museums as boring places. Museums are seen as places that tend to be rigid and are only visited if they want to do an assignment or dig up the history of something. Therefore, museums need to be able to change this perception so that the younger generation becomes more interested in visiting museums. This study aims to analyze the current generations' perspectives on their ideal pictures of engaging museum activities and museum tour guides. Questionnaire distribution and Focus Group Discussion were conducted to collect the data. The findings suggest several engaging activities to enhance visitors' experience and describe the ideal character of museum tour guides in the young generation's eyes.*

---

### ABSTRAK

Generasi muda memiliki pengaruh besar dan dianggap sebagai agen kunci yang akan mempopulerkan museum. Namun, generasi muda memandang museum sebagai tempat yang membosankan. Museum sering kali dianggap sebagai tempat yang cenderung kaku dan hanya dikunjungi jika ada tugas atau untuk menggali sejarah sesuatu. Oleh karena itu, museum perlu mengubah persepsi ini agar generasi muda lebih tertarik untuk mengunjungi museum. Penelitian ini bertujuan untuk menganalisis pandangan generasi saat ini tentang gambaran ideal mereka terkait aktivitas museum yang menarik dan pemandu tur museum. Pengumpulan data dilakukan melalui penyebaran kuesioner dan *Focus Group Discussion*. Temuan penelitian menyarankan beberapa aktivitas menarik untuk meningkatkan pengalaman pengunjung serta mendeskripsikan karakter ideal pemandu tur museum di mata generasi muda.

D.O.I :  
<https://doi.org/10.17509/jithor.v8i1.80095>

## INTRODUCTION

Nowadays, museums are not only places to see collections or any historical objects, but also places to build relationship and connection to real life. Museums evolve from quite places into places full of experiences for visitors. It can be said that museums become the center of human experience where people can learn and connect through education, engagement, even community involvement. Therefore, museum curators or management should understand their visitors and utilise design concepts that are relevant and engaging for each new generation.

Although museums play a very important role, especially in the field of education, their appeal as a tourist destination has been declining, particularly among Generation Z. Young people often perceive museums as irrelevant to their lives and boring. According to a case study conducted by [Patricia & Soeprapto, 2023](#), the younger generation is less interested in visiting museums due to their unattractive displays and lack of innovation in how information is presented.

In Indonesia, many museums seem to lose their audiences, as they are perceived as outdated places not worth visiting. According to [Dirgantoro & Martinez \(2021\)](#), Jakarta, the capital city of Indonesia, has 62 well-maintained museums, but the majority of them are conventional in way that artefacts are mostly displayed with accompanying labels providing written information about the artefacts posted underneath the items, and therefore the museums could not yield visitor engagement. [Juwita et al. \(2020\)](#) also state that The National Education Museum has not effectively served its visitors since it is guided by a single educator, while the majority of visitors tend to visit in large groups. This approach, however, limits the museum's ability to effectively serve its visitors, as it does not adequately account for the diverse needs and expectations of different visitor groups which could reduce overall satisfaction.

To address problems about museums and their popularity among the current generations, some research about museums has recently been conducted in some of the big cities in Indonesia, such as Jakarta, Surabaya, and Yogyakarta ([Agustini et al., 2023](#); [Aprilia et al., 2022](#); [Aritenang et al., 2021](#); [Dirgantoro & Martinez, 2021](#)). As the technology evolved, research has found that using Augmented Reality could increase visitors' engagement in museums, especially when it is connected to the visitor's mobile application [Dirgantoro & Martinez \(2021\)](#) suggested that creating games with interactive Augmented Reality interfaces about museum artefacts could make unfamiliar and inaccessible objects more familiar and accessible for the audiences. [Riyanto et al. \(2023\)](#) also emphasize that the Virtual Indonesian Gastronomy Museum (MGI Virtual) has proven to be an effective medium for attracting visitors, particularly in the domains of education and historical awareness. Their study highlights how the integration of digital technology with cultural and culinary heritage can enhance the educational experience by offering interactive and engaging content. Through its virtual platform, MGI Virtual successfully bridges the gap between historical narratives and modern learning preferences, thereby fostering a deeper understanding and appreciation of Indonesia's rich gastronomic traditions among a broader audience.

Despite various research efforts aimed at measuring visitor engagement and enhancing the value of museums in the eyes of the public, there is a lack of specific research focusing specifically on museums in Malang. Malang is one of many favourite tourist destinations in Indonesia that offers a variety of attractions, particularly natural and historical tourism. It is also well-known for its lengthy history and wide collections of cultural and historic relics since Malang had been the central growth of kingdom civilizations from Kanjuruhan, and Singosari, to Majapahit and Dutch colonization. All collections and historical artefacts are stored

and preserved in some museums such as Mpu Purwa Museum, Brawijaya Museum, Panji Museum, and Singhasari Museum. Most of those museums are typically owned by state or local governments and only some of them are owned by private individuals. Those museums present and display many collections of both relics and artefacts that portray historical stories of Malang in the past kingdom and colonization era. Visitors can learn the history of Malang from the collections which are preserved in the museum. Unfortunately, it is also observable that those museums still employ a conventional exhibition display, and therefore those museums are no longer able to attract the young generation's interest.

Apart from its potential tourism destinations, the tourism industry in Malang has also grown since numerous universities in Malang accommodate international students. The majority of the international students in some universities opt to study in Malang not only to learn the Indonesian language but also about Indonesian history and culture. Moreover, in the post-pandemic era, Malang, with its rich history and vibrant culture, potentially will attract not only international students, but also international tourists. Yet, it is observable that there are some old, ancient, or archaic terminologies being used in museums, which could be in the descriptions of a historical object and/or as the name of an artefact and exhibits. These terms are usually not commonly used in today's daily communication any longer, and so the young generation today might face difficulties not only in understanding the meaning of the terms but also especially in finding it interesting to learn. This issue can reduce the visitors' interest to visit museum. Therefore, museum guide is also needed to assist the visitor in understanding museum collection.

Museum guide as the frontliner who always interacts directly with visitors has an important job not only deliver accurate information but also maintain good relationship with the visitors (Sahrul et al.,

2023). The performance of tour guide play pivotal role to enhance customers satisfaction during their travel (Mohammed, 2021). Therefore, young generation's perspective toward the ideal qualities of a museum guide from young generation perspective must be addressed to enhance visitors' experience.

To address this issue, it is essential to explore not only the perspective of young Indonesians but also those of foreign people regarding the museum in Malang. By analyzing their expectations of museums in Malang, it could potentially revitalize the museums to be more engaging not only for domestic but also for international people. In light of the background of the study and the literature review, the present study aims to analyze the current generations' perspectives on their ideal pictures of engaging museum activities and museum tour guides. This study will be beneficial to search for strategies in bridging the current state of museums in Malang towards the desired ideal conditions for users: the Indonesian young generations and the international people.

To achieve the purposes, the research questions of this study are formulated as follows:

- (1) What kind of engaging activities do the young generation expect to increase their interest in visiting local museums?
- (2) What qualities of museum tour guide do the young generation expect to engage their experience in the museum?

## LITERATURE REVIEW

Museum is a building where cultural and historical things are placed and exhibited to the visitors. Museums are important not only for domestic tourists but also for foreign tourists, especially for those who are fond of history, culture, and heritage. The presence of museum is crucial to enrich the cultural understanding and to educate people related to the history of the nations. Moreover, the museums should maintain the service to meet the needs of visitor, especially young generation to enhance visitors' experience. Therefore, it is crucial for museums to create

interactive, engaging, and educational activities that can enhance visitors' satisfaction.

There are several studies conducted on enhancing the overall tourist experience. [Istina \(2022\)](#) states that museum should apply strategies which align with the needs of visitors to survive in the midst of Generation Z. This study emphasizes that collaboration between different generations can make museums function more effectively and be more enjoyable. However, that study focuses on general strategies and collaboration with different generation while the current study analyze the perception particularly young generation as strategy to enhance satisfaction.

Sustainability must become the foundation principle to design activities in the museum. It can be accommodated by museums through activities to create visitors engagement and raise awareness of sustainability. Creating meaningful engagement, as emphasized in that study is a key strategy for promoting sustainability. In contrast, this study focuses on young generation's need and perspective as foundation to suggest engaging activities at museum.

[Cipparrone et al. \(2025\)](#) also explore how integration of technology 4.0 and 5.0 can make the museum experience more interactive, engaging and accessible. It was found that various tools can be utilized to enhance visitors' experience in the museum. Both studies have similar aim to increase the museum engagement by creating environments that are more appealing, interactive, and meaningful for visitors. However, the previous study focuses on the how technology impacts visitors' experience. In contrast, this current study focuses on investigating some possible engaging activities and the quality of museum guide service as the keys to increase visitors' experience.

[Mandalia et al. \(2023\)](#) also investigate the impact of service on tourists' interest in visiting the Adityawarman Museum in West Sumatra, Indonesia. The result of this

research showed that tourists' interest in visiting the Museum was influenced by service, amenities, and security variables individually and in combination. Improving museum services, facilities, and security can increase visitor satisfaction and enhance repeat visits. However, while previous study focuses on general service quality and its influence on tourist interest, the current study specifically explores engaging activities and museum tour quality as key strategies to enhance the museum experience for both domestic and foreign visitors, particularly from the younger generation.

[Mohammed \(2021\)](#) highlights the quality of tour guide plays pivotal role to enhance customer satisfaction. His study emphasizes that well-trained and knowledgeable tour guides significantly contribute to a positive tourist experience by offering personalized insights and enriching visitors' understanding of cultural and historical contexts. This finding aligns closely with the goals of the current study, which also seeks to enhance overall tourist experience. However, this current study focuses on how the needs of young visitors (both local and international) can be addressed to make their experience more engaging in the museum.

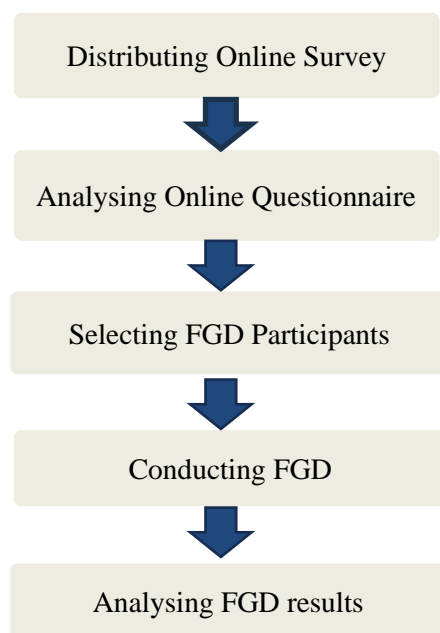
[Saputra et al. \(2022\)](#) also conducted research which investigates the effect of the service quality of museum guides on visitors' satisfaction at Bandung Geological Museum. The result of this research indicate that the quality of museum guide has a significant impact on customer satisfaction. Furthermore, this study showed that when a museum provides good service, comfort, and comprehensive information about the museum, visitors will be happy to be there. As a result, this study offered suggestions for the museum such as improving the quality of service, especially from the museum staffs, by providing visitors with a pleasant experience. This study supports researchers' insights that the quality of museum tour guides is crucial in creating an engaging museums' experience.

The previous studies indicate that the role of museum guide is critical in explaining

collection, building enjoyable situation, and making the tourist's visit more engaging. From the perspective of the younger generation, the quality of the museum experience can be significantly influenced by the performance of the guide. This includes the integration of engaging techniques in delivering information, fostering positive interaction with visitors, and ensuring the narratives presented are both relevant and captivating. When museum guides effectively meet the needs of younger visitors, it is likely to increase their motivation and level of involvement in the museum experience.

## RESEARCH METHOD

This study used a mixed method that combines elements of quantitative research and qualitative research to answer the research question. This method is selected to obtain balance understanding of the the issue as it is known that the qualitative data could provide context and meaning to the numbers generated from the quantitative data. The research procedure is depicted in the [Figure 1](#).



**Figure 1. Research Procedure**

*Source: Author, 2024*

Purposive sampling technique was used to select the participants for completing the

questionnaire and for selecting the Focus Group Discussions (FGD) participants. This sampling technique is deemed to be suitable to gain deeper insights both from the young generations who have ever visited museums in Malang and from the officers and tour guides of the museums. There were 62 respondents involve in the survey. The criteria of the questionnaire participants are young people aged 15-24 years old who stay or study at Malang Raya and international students from some universities in Malang. The questionnaire contains closed and open-ended questions where the participants are asked to choose the choice answers listed by giving a check and writing simple necessary answers. The participants can also write their answers if their preferences are not on the list.

To further explore and enrich the findings from the questionnaire, two separate Focus Group Discussions (FGDs) are conducted. The first FGD aims to elaborate the perspectives of young people regarding museums in Malang, particularly their experiences and expectations related to guided tours. Participants for this FGD are purposively selected from the questionnaire respondents who provide the most detailed and insightful answers. The second FGD is conducted with museum officials and tour guides from museums in Malang that had been visited by the questionnaire participants. This discussion aims to understand the challenges faced by museum staff in meeting the expectations and desired qualities expressed by the younger generation. Interview guideline is used to guide the focus group discussion (FGD) with some museum officers and respondents of the questionnaire. It contains some questions that are developed from the results of the questionnaire.

The quantitative data obtain from the questionnaire are tallied and converted into percentages to be presented in the form of diagrams. Meanwhile, the qualitative data gather through open-ended questions from the questionnaire and Focus Group Discussions are analysed using thematic analysis. Firstly, the qualitative data are examined to identify



keywords, which are then developed into themes. The keywords were subsequently grouped under the relevant themes. Finally, the data are interpreted to describe the expectations of the younger generation regarding guided tours at museums and the challenges faced by museum officers in meeting those expectations.

## RESULT AND DISCUSSION

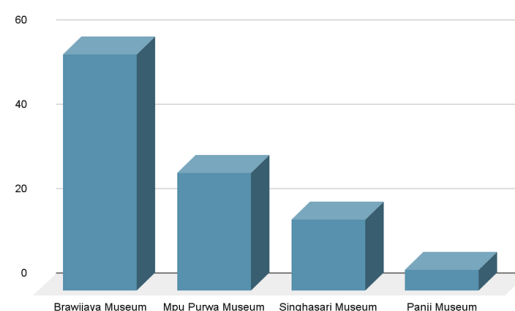
### Demographic Profile of Respondents

The research findings are obtained from questionnaire distribution and focus group discussion results. The researcher distributed the questionnaire to find out the young generation's perception of museums in Malang. The questionnaire contains the demographic profile and some questions asking about the respondents' experience when visiting museums and using museum tour guides during museum visits. There are some requirements for the respondents who filled out the questionnaire, the respondents should be categorized as young generation aged 15-24 years and also have visited museums in Malang, specifically Brawijaya Museum, Mpu Purwa Museum, Panji Museum, and/or Singhasari Museum.

The demographic data are divided into four categories: gender, age, nationality, educational background, and job. The respondents who were involved in the research consisted of 38 females (61.3%) and 24 males (38.7%). The age distribution reveals that more than 50% of respondents are between 20-21 years old. This is followed by those aged 22-24 (25.8%), with less number in the age groups 16-17 (4.8%) and 18-19 (8.1%). The dominant respondents are Indonesian (87.1%), and the minority are foreign (12.9%). The respondents' educational background in this survey exposes that high school students (50%) are the majority who filled out the questionnaire, followed by bachelor/university students for about 43.5%. From the job category, the greater number of participants are students,

with high school students consisting of 4 participants (6.5%), undergraduate students 57 participants (91.9%), and graduate students only one participant (1.6%). The majority of respondents primarily consist of undergraduate students (91.9%), with a small number of high school students (6.5%) and graduate students (1.6%).

In conclusion, the research respondents are predominantly female, young, and Indonesian, with a considerable majority aged 20-21. The respondents' educational background is mostly at the high school level, while there is a significant presence of people with a bachelor's or undergraduate degree. The vast majority of participants are students, with a predominance of undergraduates and a small proportion of high school and graduate students. This demographic profile identifies a young, primarily local student population, with a significant emphasis on those in the early stages of higher education.



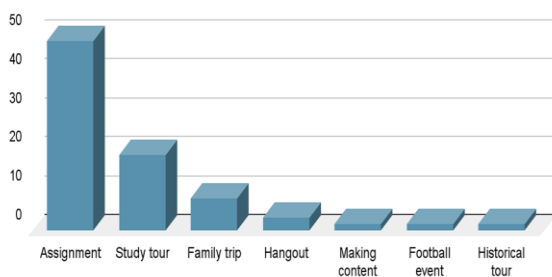
**Figure 2 The Museums that have been visited**

*Source: Author, 2024*

Figure 2 displays the museums that have been visited by the respondents. Based on Figure 1, it can be seen that the Brawijaya Museum is a museum that is mostly visited by the respondents (56%), followed by Mpu Purwa Museum (28%), Singhasari Museum (17), and only 5 % of respondents have visited Panji Museum. In conclusion, Brawijaya Museum is the most frequently visited museum among respondents which belongs to the young generation and the Panji Museum is the least visited.

### Visitors' Motivation for Museum Visit and Suggestions for Engaging Activities in the Museum

Museums are cultural and educational places that not only preserve historical value both intangible covering culture, customs, and a country's civilization, and tangible such as some collections and artifacts but also involve visitors in meaningful activities. Analyzing the visitors' purpose for visiting a museum will give the museum a better understanding to enhance the visitors' experience and build a stronger connection with the objects on display. Based on the questionnaire distributed before, it was found that visitors come to museums for several reasons, including education, entertainment, and personal interests. The visitors' purposes for visiting the museum can be seen in Figure 3



**Figure 3 Museum Visit Purposes**

Source: Author, 2024

From Figure 3, it can be seen that the purposes of visitors to the museum are varied. It reveals that the most common purposes are because of assignments, which account for 48.38% of all visits. This means that approximately half of all visitors come to the museum to complete school or campus requirements. Study tours are the second reason for museum visits, accounting for 19.35% of all visits, indicating that a large number of people visit the museum as part of organized by school or campus. Family trips account for 8.06% of all visits, indicating that some people come to the museum as part of family activities. Hangouts, where visitors come for leisure or social reasons, account for 3.22% of total visits. Furthermore, content

creation, football events, and historical tours account for 1.61% of visits, demonstrating that only a small number of users participate in activities connected to content development, sports events, or specific historical interests. Overall, the data show that educational and assignment-related visits predominate.

Some museum curators and educators from 4 museums namely Brawijaya Museum, Mpu Purwa Museum, Singhasari Museum, and Panji Museum were invited to participate in a focus group discussion (FGD). The questions raised in the discussion were about what the museum curators think about the findings and whether the museums are also aware of this phenomenon. The following are the responses from the FGD participants:

*"Kami sudah aware bahwa banyak siswa (pengunjung) datang ke museum karena tugas, tapi ada juga yang datang karena kemauannya sendiri"* [C1]  
(We are aware that many students (visitors) come to the museum because of assignments, but some come of their own accord) [C1]

*"Ketertarikan masyarakat terhadap museum masih kurang. Bahkan yang berkunjung (ke Museum Brawijaya) untuk kepentingan tugas/study tour pun sedikit."* [C4]  
(Public interest in museums is still lacking. Even those who visit (the Brawijaya Museum) for assignments/study tours are few) [C4]

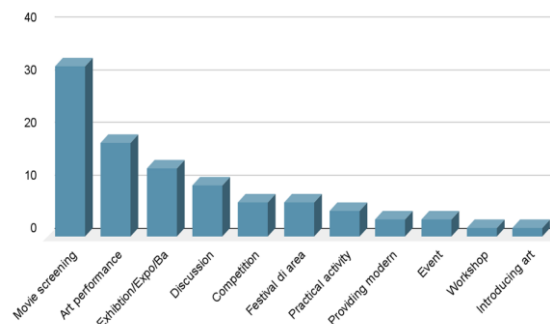
*"Pengunjung rata-rata datang karena tugas sekolah, tapi untuk tugas sekolah pun ada P5 terkait budaya. Kami senang karena kurikulum berjalan dan sekolah sudah diajarkan tentang budaya"* [C7]  
(Most visitors come because of school assignments, but for school assignments, there are also P5 related to culture. We are

happy because the curriculum is running and schools are teaching about culture)”[C7]

The findings from survey and FGD align with the study by [Patricia & Soeprapto \(2023\)](#) which states that Gen Z is not interested to visit museum, however, they still visit museum when there are some outing class programs to museum. The statements above demonstrate that the largest percentage of students visit the museum merely for academic purposes, demonstrating a reliance on educational needs, there is a general lack of public interest in museums. Despite this, the inclusion of cultural components in school tasks and the incorporation of cultural education into the curriculum are both excellent developments. The utilization of museums for educational reasons demonstrates that the curriculum effectively incorporates cultural education, which is positive.

However, total public engagement with museums remains low, indicating the need for more comprehensive measures to boost popular interest and participation. While museums are recognized as educational resources and leisure spaces, the study found that most young visitors lacked intrinsic motivations to visit the museums. The majority come to museums primarily for school assignments, driven by projects or instructions from their teachers that require a museum visit.

To enhance visitors' experiences, museums can provide several engaging activities that increase visitor's interest. A question from the questionnaire was also used to find out the suggested activities that can make the museum more engaging and attract more young generation visitors to visit the museums. The following is the result of some suggested activities that can engage the young generation to visit museums.



**Figure 4 Suggested Engaging Activities in the Museum**

*Source: Author, 2024*

Younger generations are pushing a trend toward dynamic and interactive museum experiences, with movie screenings and art performances being prominent activities. Movie screenings account for 32.26% of the suggested activities, indicating that incorporating films into museum settings is a popular concept, providing a modern method to engage visitors with art and history. Art performances are also very popular, accounting for 17.74% of the recommendations. These live performances can add an intriguing, immersive layer to museum visits by combining visual art and dynamic live components.

Other engaging activities proposed by the younger age include exhibitions, expos, and bazaars, which account for 12.90% of the proposals, indicating a desire for participatory and diverse art displays. Discussions and competitions, with shares of 9.68% and 6.45%, respectively, indicate an interest in intellectual and competitive activity. Furthermore, incorporating practical activities, new technology, and specialized events such as festivals into museum spaces caters to a wide range of interests, improving the overall visitor experience. Workshops and art introductions, while lower in number, demonstrate the continued importance of educational and participatory elements in museum settings.

The researcher also held FGD with the respondents who had filled out the questionnaire. There were 8 participants, 2 foreign visitors, and 6 Indonesian students



who took part in the discussion. The FGD was held in two sessions because the foreign tourist could not come offline to the meeting so the FGD was conducted online through Zoom meeting and Indonesian students were invited to attend the meeting offline at campus.

A question about specific activities for a more engaging experience in the museum was addressed in the discussion and responded to by some participants. The following is their statement regarding activities that can attract the young generation's interest in visiting museums:

"So I also just feel like if the museum has some sort of challenge, for instance, the social media challenge to say if you post may be a picture of our museum or you post and keep it in our museum, in your Instagram account Or Facebook account and you get, for instance, a minimum of this like" [A1]

".. like if, if a museum can provide some opportunity for visitors to show their creativity, I think they would be able to maintain" [A2]

"Kalau menurut saya bikin event kompetisi, kan sekarang ini banyak yang suka fotografi, videografi mungkin bisa dilakukan" [B2]

(In my opinion, making a competition event, nowadays many people like photography, maybe videography can be done)[B2]

"Saya berkaca pada cafe di Rilo mereka sangat adaptif, beberapa kali mengadakan workshop" [B5]  
(I looked at the cafe in Rilo, they are very adaptive, and they have held workshops several times) [B5]

".....jadi setelah saya liat ini, pemutaran film itu yang paling banyak. Beberapa minggu lalu saya hadir di pemutaran film sendra tari arjuna, itu luar biasa banget antusiasme anak muda buat liat video dokumenter" [B2]  
(... so after I saw this, this film was shown the most. A few weeks ago I attended a screening of the film Arjuna Dance, it was extraordinary the enthusiasm of young people to see the documentary video) [B2]

"..... kebanyakan anak muda keluarnya malem. Kalau menurut saya museum itu buka sampai malem terutama di weekend, kebanyakan kan anak muda pas weekend itu siangnya gamau keluar, malem itu berkeliaran. Kan kalau museum brawijaya itu malem buka bazar jadi sekalian kalau penasaran" [B3]

(..... most young people go out at night. In my opinion, the museum is open until late at night, especially on weekends, most young people don't want to go out during the weekend, wandering around at night. The Brawijaya Museum opens a bazaar at night, so if you're curious) [B3]

"Kalau menurut saya teknologi yang bisa dikembangkan seperti di museum di Jogjakarta di jalan malioboro, saya tidak dapat pemandu tapi saya langsung diarahkan karena di sana sudah ada instalasi seperti petunjuk ingin ke mana (map) dan sudah sangat jelas sekali ada teknologi juga layar sentuh seperti kuiz tentang benda yang ada di dalam" [B5]

(In my opinion, the kind of technology that could be developed is similar to what they have at a museum in Yogyakarta, on Malioboro Street. I didn't get a guide, but I was directed easily because there were already

installations like a map showing where to go, and it was very clear. There was also technology like a touchscreen with quizzes about the items on display)[B5]

*"Seperti museum sains ada teknologi yang bisa kita pake, cara kerjanya bagaimana. Itu menyenangkan karena kita bisa mencoba, dan kebetulan tidak ada tour guide, cuman ada teks dan video cara kerjanya."* [B1]

(Like in a science museum, there is technology that we can use and learn how it works. It's fun because we get to try it out, and since there was no tour guide, there were only texts and videos explaining how it works) [B1]

The statements above imply that the museum might integrate some interaction activities that could significantly enhance the museum's experience which suit current trends and tailor audience preferences. Some activities suggested are as follows:

1. **Movie Screening and Art Performance:** Incorporating films into museum settings is a popular concept, providing a modern method to engage visitors with art and history.
2. **Social Media Challenges:** The museum might make a social media challenge in which visitors are invited to share photos or videos of the museum on platforms such as Instagram and Tiktok to boost engagement.
3. **Competition Events:** Organizing competition events, such as photography or videography contests among the young generation may attract a larger audience to take part and make the museum experience more participatory and interesting.
4. **Creative activities:** Museums can attract visitors by providing opportunities for creative expression and activities to create a more

engaging and participatory experience.

5. **Workshops:** The museum can be more adaptive by offering various workshops that young visitors can join, it will be effective in attracting the young generation.
6. **Evening and Night Activities:** Considering that many young people like to go out at night, extending museum hours, particularly on weekends, could be a strategic move.
7. **Interactive technology:** Integrating technology in the museum that allow visitor to have independent learning , such as through digital maps, digital quizzes, touchscreens, instructional videos, and hands-on simulations will attract young generation.

The results of the questionnaire and survey suggested some engaging activities that can enhance the young generation's interest in visiting museums. From the survey result, it was suggested to have several activities such as film screenings, art performances, interactive discussions about history that were more relaxed in their language, competitions (social media challenges with validation/intangible prizes), activities that challenged creativity (making batik which was not too difficult to increase achievement, or playing gamelan), photography or videography competitions, expos or exhibitions, technology integration, increasing weekend or weekend service hours, holding youth workshops.

The findings above align with the study by [Paras Ayu et al. \(2023\)](#), which emphasizes that learning experiences can be significantly enriched through museum visits, particularly when supported by digital interactive media. [Paras Ayu et al.](#) illustrate how the concept of a digital museum featuring tools like digital maps, air walls, interactive books, and other multimedia can enhance visitors' understanding of collections while increasing their engagement. Similarly, the proposed activities, such as interactive technology,

creative workshops, and social media engagement, reflect current trends that resonate with modern audience preferences. These interactive elements not only support self-guided learning but also make the museum experience more dynamic and appealing, particularly for younger generations. By integrating such features, museums can foster deeper visitor engagement, in line with [Ayu et al.'s](#) findings on the role of digital media in museum learning.

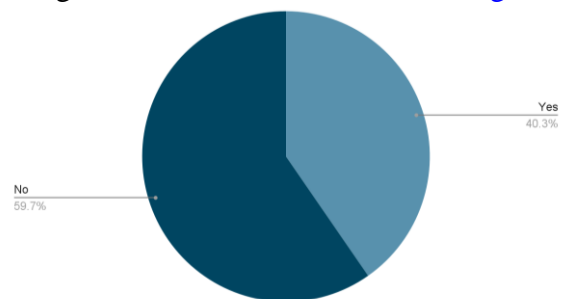
Museums are changing from their old physical spaces to actively expanding exhibitions, creating activities, as well as their resources through digital technological advancements. Those digital technology becomes a strategic role in enhancing museums' service and marketing.

The statements on FGD underline how adjusting to current trends and integrating technology in museum can help the museum become more relevant and appealing to today's viewers, particularly the younger generation. Museums can leverage their potential not only to enhance visitor engagement but also to generate data-driven insights that inform curatorial and operational decisions ([Rosemary, 2024](#)). Therefore, integrating advanced technologies like artificial intelligence and data analytics becomes crucial in creating a more personalized, engaging, and responsive museum experience, especially for younger, tech-savvy audiences. [Darda et al. \(2025\)](#) also investigated how audiences perceived art involvement in museum through social media. This study underlines the importance of understanding visitors' perception in different environments for tailoring museum experiences that appeal both local and international youth. Moreover, the finding in this study is also in line with [Batubara et al. \(2023\)](#) who emphasizes that every tourist destination should conduct a needs analysis to align with the characteristics, needs, and preferences of potential visitors in order to enhance visitor satisfaction. This perspective reinforces this study to analyze the types of

engaging activities that resonate most with young generation, ensuring that museum programs are tailored to meet their expectations and foster a more meaningful museum experience.

### Visitors' Expectations for Tour Guides' Service and the Challenges Faced by Museums

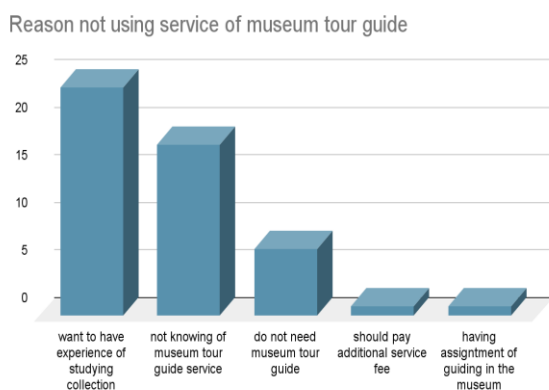
A museum tour guide is one of the most significant parts of a museum because they can bring the museum's collections to life. Tour guides not only describe the collection to visitors but also engage in discussions about the collections. They help visitors understand the values of the collections by sharing anecdotes that go beyond what can be conveyed in the written descriptions of the collections. The anecdotes from the tour guide may deepen visitors' understanding and appreciation of the collections and their histories. Not only that, tour guides are also known to have the flexibility of adjusting their presentation based on the audience's age, educational background, or nationality. Given the aforementioned significance of museum tour guides, it is important to understand whether our respondents have actually used the tour guide service provided in the museums. Unfortunately, out of a total of 62 respondents, more than half of the respondents, 37 people, chose not to use a tour guide, whereas only 25 respondents have experienced using the service of a museum tour guide. The details are shown in [Figure 5](#).



**Figure 5 Number of respondents using the museum tour guide**

*Source: Author, 2024*

The visitors who opted to not use tour guides have several reasons as summarized in Figure 6.



**Figure 6 Reason for not using the service of a museum tour guide**

*Source: Author, 2024*

As shown in Figure 6, most of the respondents, 24 people, opted not to use the service of a museum tour guide because they preferred to enjoy studying the museums' collections themselves. Surprisingly, 18 respondents did not use tour guide service because they were unaware of the availability of the service, suggesting the significance for the museums to ensure visitors are fully informed about the service. The remaining respondents decided to explore the museums independently for various reasons: seven respondents felt that they did not need a guide, one respondent did not want to allocate extra money for the service, and another visited the museums specifically to record themselves acting as tour guides.

One of the museum representatives involved in the Focus Group Discussion responded that actually, some large museums overseas do not provide tour guides as the museums are either too big or have already had a well-structured site plan with clear explanations for the visitors to explore the museum themselves. Yet, human interactions are extremely needed to light up the atmosphere of the museums, as stated by one of the museum staff.

*"Kehadiran manusia di ruang pameran itu penting. Tidak akan*

*pernah sebanding dengan barcode atau radio yang diputar"*  
[C1]

(Human presence in the museum exhibition rooms is crucial. It can never be fully replaced by barcodes or explanations broadcasted through a centralized radio) [C1]

Participant C1 also added that direct interaction between tour guides and the visitors brings the collection to life. When the tour guides share the history of a specific statue, it feels as if the statue comes to life. It suggests that professional museum tour guides are essential, therefore museums should have a sufficient number of staff who have the capacity to act as a tour guide. Juwita et al. (2020), in their research, found that in educational museum, there is often only one tour guide on duty, even though educational museums frequently receive large groups of visitors. As a result, the service provided is not based on the diverse needs of the visitors, but rather on the limited availability of staff. In other words, because there is sometimes only one guide available, the museum is unable to accommodate the varying needs of visitors, and the service failed in meeting actual visitor demands. In line with this, Andelković et al. (2022) emphasize that museum tour guides are often the first point of contact for tourists and have a substantial impact on the overall visitor experience. Therefore, it is important for museums to have sufficient amount of tour guides available and to ensure that visitors are well informed about the availability of tour guide services and the benefits of exploring the museum with a guide, as this can significantly increase their understanding and appreciation of the collection.

Moreover, it is important for the museums to ensure that the visitors are well informed about the availability of tour guide services and the benefit of exploring the museums with a guide. According to the Focus Group Discussion, one way to enhance visitor awareness of tour guides is by

improving their personal branding through their attire.

*“Untuk mengoptimalkan pemandu, sudah dilakukan riset terkait personal branding. Sekecil cara berpakaian juga menjadi aspek yang penting”* [C1]

(To optimize tour guides, research has been conducted on personal branding. Even small details like clothing play an important role) [C1]

To better understand the respondents' opinions on the level of service provided by tour guides, a Focus Group Discussion was conducted. During the FGD with museum officials, one official noted that domestic and international tourists experience museums very differently. Domestic tourists tend to focus on taking photographs to share on their social media, while international tourists are more interested in exploring the stories behind the collections. They listen attentively to the museum guides and highly value their interactions. Additionally, they enjoy the firsthand experience of touching artefacts, such as the traditional and mystical weapon known as the "keris," which originates from Java.

*“Perilaku pengunjung domestik sangat berbeda dengan pengunjung internasional. Dimana pengunjung domestik mementingkan foto dan posting, kemudian selesai. Baik di museum maupun di candi. Berbeda dengan pengunjung asing, secara tutur mereka menghormati dan sangat menikmati pembicaraan. Bahkan pengalaman menyentuh keris-pun dianggap luar biasa.”* [C1]

(The behavior of domestic visitors is very different from that of international visitors. Domestic visitors prioritize taking photos and posting them, then they move on, whether at the museum or the temple. In contrast, foreign visitors show respect and greatly enjoy the

discussions. Even the experience of touching a keris is considered extraordinary) [C1]

The overseas tourists generally agreed that the quality of the tour guides is good. Not all guides, however, are proficient in English, and therefore it is harder for foreign visitors to understand the explanations.

*“No, no, no. They use Bahasa. ..., they don't use English. ..., it's very hard for them to explain in English or to go into deeply into the detail like giving the the more information, like if I ask them what it is, So it seem like I give them the stress. So I just, I, I just ask little and I and I go ahead .... That was one of the challenges here”* [A1]

Based on the Focus Group Discussion, it can be concluded that to better serve foreign visitors, it is important to provide tour guides who are capable of speaking at least two languages, Indonesian and English. Yet, it is important to notice that English is a global language of which the speaker's native accent might affect the way they use and understand the language, and so a tour guide should be trained at least to speak English clearly with appropriate intonation, pausing, and pronunciation. They also need to simplify complicated details about the collection to help the audience better absorb the essential details about the collection without reducing the original values or stories of the artefacts. This role emphasizes the importance of communication competence because guides often act as the primary bridge between visitors and the historical or cultural context they are exploring.

Although previous research has indicated that using humour in guiding tourists is particularly significant for facilitating pleasant interpersonal interactions and fostering positive emotions (Tu et al., 2020), it is essential to recognize that both humour and seriousness have their own benefits and drawback, and therefore cannot



be categorized as inherently good or bad because their effectiveness depends on the setting and context of the conversation (Su et al., 2024). However, different from foreign visitors, in the Focus Group Discussion, domestic visitors explained that they prefer jokes, especially jokes that are related to today's trends. These different perspectives about jokes are one reason that explains the importance of developing intercultural understanding for tour guides to approach the tourists or visitors in an acceptable way both in terms of sociolinguistics and linguistics.

Not only talking about jokes, domestic tourists who participated in the FGD also highlighted the idea of knowing details about the dialects of some regions in Indonesia to better approach the audience. In the following excerpt, the participants show examples of using specific terms, such as “lo” meaning “you” in Jakarta dialect, and inserting a bit of local dialect filler, such as “peh” are also perceived as ways to approach the visitors better.

*“.. misal 'mbak anisya dari mana? Dari jakarta, oh elo dari jakarta?' Jadi seperti itu 'kalau mas iman dari mana? Kediri, peh kediri' nah itu dia harus tau tamunya seperti apa dan itu akan menjadikan informasi dan edukasi yang dilakukan itu menjadi lebih mudah disampaikan..” [B3]*

(...For example, 'Ms. Anisya, where are you from? From Jakarta? Oh, you're (lo) from Jakarta?' It should be like that. 'What about Mr. Iman, where are you from? Kediri? Oh (peh), Kediri!...') [B3]

In addition to incorporating local dialects, small talk is deemed to be important for young visitors. Through the small talk, the tour guides might find a bit of information about the visitor's background, and therefore they could adjust their guiding styles accordingly. During the FGD, participants acknowledged that sometimes they found the guides tend to give too long information that can be found through other sources. Too

lengthy explanations may become monotonous and eventually lead to boredom as young generations are accustomed to getting information through short videos. Additionally, when the explanation is overly long and lacks interactive elements, the experience can feel more like reading a textbook than enjoying a museum tour.

*“Mereka penjelasannya terlalu panjang, kalau diikuti dengan anak muda sekarang di mana ada reels, youtube short, tiktok itu durasi video pendek, di mana orang menyebutnya 10 30 detik senang nah jika penjelasan terlalu panjang, akan bosan” [B4]*

(Their explanations are too long. If we consider the younger generation now, with platforms like Reels, YouTube Shorts, and TikTok, where short videos are popular—around 10 to 30 seconds—people enjoy that. So, if the explanation is too long, it will get boring)[B4]

This phenomenon is likely closely related to the shorter attention spans observed in the younger generation today, which may be influenced by the widespread use of short-form videos on online social media. These brief videos deliver information rapidly, and so many young people become unaccustomed to engage with detailed, well-developed narratives or explanation. Supporting this idea, Husain et al. (2024) found a negative correlation between online social networking addiction and mindful attention awareness. Their research suggests that excessive use of social networking sites may lead to a decline in individuals' ability to maintain mindful and attentive awareness.

In the FGD with museum visitors, the participants also highlighted the importance of triggering young people's curiosity to help them stay more focused and engaged. They suggested that guides should present interesting facts and insert stories about the collection. This led to an idea that a museum tour guide needs to be able to wrap the essential meaning of the collection with

interesting story. For example, at a museum in Malang, the tour guide discussed a cultural artifact known as *keris* which was believed to possess magical or spiritual power. According to the guide, the *keris* could attract admiration from women. The following excerpt shows that without interesting facts or stories with a bit of humour present by the tour guide, museum visits will be less meaningful.

*"...kalau mereka menjelaskan terlalu panjang, saya baca sendiri juga bisa. Jadi kita bisa mencari funfact dari senjata atau koleksi. Biar tidak monoton bisa ditambah humor agar bisa menghidupkan suasana"* [B1]

(...if they explain for too long, I can just read it myself. So, we can look for fun facts about the weapons or collections. To avoid being monotonous, adding humour can liven up the atmosphere) [B1]

During the Focus Group Discussion with museum officials, the participants shared that they incorporated small talk at the beginning of tours to identify visitors' interests and physical conditions. However, due to the generational gap, they admitted facing challenges in connecting with the current generations. While it is true that the content posted by visitors has helped raise public awareness of the museums, they express concerns about the accuracy and accountability of the information presented in these visitor-generated posts. This condition again suggests that raising public awareness to explore museums with an official tour guide from the museum is essential for a better understanding of the values and collections of the museums.

Lastly, young visitors express a desire for tour guides to incorporate technology into the museum experience. For example, at the end of the session, the visitors could be asked to do a quiz presented on the interactive screen to test their knowledge about the museum's collections. Since young people

nowadays often appreciate validation and enjoy competition, it would be more engaging if their names and their ranks were displayed on an interactive screen for other visitors to see. In response to this preference, museum staff in the Focus Group Discussion (FGD) mentioned that they already accommodate young visitors' desire for recognition by reposting visitors' Instagram stories on the museum's social media account. The young visitors involved in this study also underscore the importance of utilizing interactive boards to talk about museums' collections. The inclusion of technology, such as quizzes or interactive screens, may increase participation, making guiding more appealing to tech-savvy tourists. This is unsurprising given the world nowadays is surrounded by vast advancements in technology. As [Sotohy \(2021\)](#) mentioned, the development of technology and the internet have restructured the tourism industry, especially in tour guiding because digital media can facilitate communication and interactive activities that enhance tourists' experiences.

These insights highlight the importance of incorporating ICT (Information and Communication Technology) into the museum tours. As noted by Fissi et al. (as cited in [Zollo et al., 2022](#)) visitors gain a richer experience when museums use ICT, and Cillo et al. (2021) found that customized and understandable information leads to a better visitor experience. Therefore, these days ICT not only boosts visitor engagement but also has the potential to promote loyalty and increase willingness to revisit or recommend the museum to others.

In conclusion, based on the survey and FGDs with both the visitors and museums' officials, there are seven expected qualities of a museum tour guide for youth that have been identified. First, as a primary source of information in museums, tour guides should be able to communicate their thoughts and knowledge effortlessly in both Indonesian and foreign languages. Second, tour guides should possess a sense of humour. Yet, to deliver appropriate jokes it is imperative for

the tour guides to have cross-cultural understanding. Third, they have to have knowledge that is concise and relevant. While explanations should not be as detailed as a textbook, to capture the younger generation's attention, it is important to present a thorough knowledge of interesting facts and the unique value of the collections. Fourth, tour guides should be friendly. Establishing a connection from the beginning of the tour by using small talk and inserting visitors' local dialects. Fifth, tour guides should be adaptive. Having the ability to adjust guiding procedures and content based on visitors' needs, and knowing how to engage effectively with young people. Sixth, they should be communicative, effectively sharing information and anecdotes in clear, engaging, and responsive ways, facilitating open interactions with visitors. Seventh, tour guides must be tech-savvy and creative. Having the ability to incorporate technology into the guiding process, such as using interactive quizzes through mobile applications and allowing visitors to touch or try replicas of the museum's collections.

## CONCLUSION

This study aims to analyze the current generations' perspectives on their ideal pictures of engaging museum activities and museum tour guides. It suggests some activities to attract young visitors and suggest key qualities that museum guides should possess to better engage with young visitors. To gather insights, a survey and focus group discussion (FGD) with young visitors were conducted. Additionally, an FGD with museum officials was held to confirm the museums' perspective on recommended activities and essential skills for museum guides.

The results reveal seven suggested activities: movie screening, social media challenges, competition events, creative activities, workshops and discussions, evening and night museum tours, and interactive technology. Regarding guide skills, the study highlights that it is important for

guides to be able to communicate in a global language, such as English; to have a sense of humour; to be knowledgeable about the collection and stories behind them; to be friendly and adaptive, especially in adjusting the tour flow based on the visitors' needs; to be communicative; and to be not only creative but also tech-savvy.

This study is limited to suggesting additional activities and improvements in tour guides' characteristics to increase young museum visitors. It does not dive into the specific supports needed by Indonesian museums, especially state-owned ones, to implement these suggested activities and train guides to develop the recommended skills. Future research could explore the type of support required or design a training program to enhance the skills of museum guides.

## REFERENCES

- Agustini, K., Wahyuni, D. S., Mertayasa, I. N. E., Ratminingsih, N. M., & Ariadi, G. (2023). The effect of augmented reality mobile application on visitor impact mediated by rational hedonism: Evidence from subak museum. *International Journal of Advanced Computer Science and Applications*, 14(1), 77–88.
- Anđelković, Ž., Kovačić, S., Bratić, M., Vujičić, M. D., Stankov, U., Pavluković, V., Dragin, A., Pivac, T., Ivkov Džigurski, A., Ivanović Bibić, L., Zadel, Z., & Đukićin Vučković, S. (2022). Museum tour guide performance: A visitor perspective. *Sustainability (Switzerland)*, 14(16).
- Aprilia, C., Yusra, Y., & Ismail, I. R. (2022). Measuring tsunami museum visitor satisfaction: An importance performance map analysis. *Cogent Business and Management*, 9(1).
- Aritenang, A. F., Iskandar, Z. S., Safitri, P., Drianda, R. P., & Zohrah, L. (2021). Assessing participatory practices in a cultural preservation workshop of the sriwijaya museum. *Journal of Regional and City Planning*, 32(2), 165–178.

- Batubara, R. P., Setiawan, A. S., & ... (2023). Analisis kepuasan pengguna terhadap *feature based component* di resor kabupaten bogor. *Jurnal ALTASIA*, 5(2), 41–50.
- Cillo, V., Rialti, R., Del Giudice, M., & Usai, A. (2021). Niche tourism destinations' online reputation management and competitiveness in big data era: evidence from three Italian cases. *Current Issues in Tourism*, 24(2), 177–191. <https://doi.org/10.1080/13683500.2019.1608918>
- Cipparrone, A., Elbasheer, M., Longo, F., Mirabelli, G., Nicoletti, L., & Solina, V. (2025). Integrating industry 4.0/5.0 technologies for accessible and engaging museum experiences. *Procedia Computer Science*, 253(2024), 3227–3234.
- Darda, K. M., Estrada Gonzalez, V., Christensen, A. P., Bobrow, I., Krimm, A., Nasim, Z., Cardillo, E. R., Perthes, W., & Chatterjee, A. (2025). A comparison of art engagement in museums and through digital media. *Scientific Reports*, 15(1), 1–14.
- Dirgantoro, B. P., & Martinez, J. J. L. (2021). Extending information on Museum Artefacts through augmented reality: Indonesian national Museum case. *Journal of Games, Game Art, and Gamification*, 1(1), 1–6.
- Husain, M., Mushtaq, N., Mahsud, N. K., & Afzal, H. (2024). The effect of social media addiction on attention span and aggression among University Students. *Kurdish Studies*, 12(2), 6472–6480.
- Istina, D. (2022). Keberadaan dan fungsi museum bagi generasi Z. *Jurnal Tata Kelola Seni*, 8(2), 95–104.
- Juwita, T., Novianti, E., Tahir, R., & Nugraha, A. (2020). Pengembangan model wisata edukasi di museum pendidikan nasional. *Journal of Indonesian Tourism, Hospitality and Recreation*, 3(1), 8–17.
- Mandalia, S., Fitria, N., Hidayat, T., & Murniarti, M. (2023). The effect of service, facility, and security toward tourists' interest to Adityawarman Museum. *International Journal of Applied Sciences in Tourism and Events*, 7(1), 69–77.
- Mohammed, G. B. (2021). the Professional competencies of tour. *Qabas Journal of Studies Human and Social*, 05(01), 1332–1340.
- Ayu, J. P., Octavanny, V., Hutagaol, O. D., & Simanjuntak, M. B. (2023). Learning experience concept at museum gedung juang 45 Bekasi regency as a digital museum. *Journal of Indonesian Tourism, Hospitality and Recreation*, 6(2), 149–158.
- Patricia, V., & Soeprapto, V. S. (2023). Studi kasus minat berkunjung gen z ke museum wayang. *JlIP - Jurnal Ilmiah Ilmu Pendidikan*, 6(11), 9304–9309.
- Riyanto, W., Rahmanita, M., & Wulan, S. (2023). Museum Gastronomi Indonesia virtual sebagai destinasi wisata edukasi, sejarah dan hiburan. *Journal of Indonesian Tourism, Hospitality and Recreation*, 6(1), 27–38.
- Rosemary, F. T. (2024). Leveraging artificial intelligence and data analytics for enhancing museum experiences : Exploring historical narratives, visitor engagement and digital transformation in the age of innovation. *International Research Journal of Modernization in Engineering Technology and Science*, 06(01), 4221–4236.
- Sahrul, Aspri, A. R., Suryaningsih, H., & Putra, T. H. (2023). Analisis kemampuan *tour guide* terhadap *efektive english communication* di *rinjani tourism* sembalun Lombok Timur. *Jurnal Ilmiah Hospitality*, 12(2), 337–346.
- Saputra, G. W., Kurniawati, K., & Eka Putri, T. (2022). Pengaruh kualitas pelayanan pemandu Museum terhadap kepuasan pengunjung di museum geologi bandung. *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, 4(11), 5323–5331.

- Sotohy, H. (2021). New trends in tour guiding: The guide faces technology 'applied study to selected sites in egypt.' *Journal of Association of Arab Universities for Tourism and Hospitality*, 0(0), 0–0.
- Su, L., Gong, L., & Huang, Y. (2024). Humorous or serious? The interaction effect of language style and tourism activity type on tourist well-being. *Journal of Sustainable Tourism*, 0(0), 1–28.
- Tu, H. W., Guo, W. F., Xiao, X. N., & Yan, M. (2020). The relationship between tour guide humor and tourists' behavior intention: A cross-level analysis. *Journal of Travel Research*, 59(8), 1478–1492.
- Zollo, L., Rialti, R., Marrucci, A., & Ciappei, C. (2022). How do museums foster loyalty in tech-savvy visitors? The role of social media and digital experience. *Current Issues in Tourism*, 25(18), 2991–3008.