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Synergizing Information in Transformative Societies

PROCEEDINGS



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ABOUT THE CONFERENCE PROCEEDINGS (ICIS 2015)

The Faculty of Information Management, Universiti Teknologi MARA (UiTM) is pleased to announce the hosting of the 1st International Conference on Information Science (ICIS). The conference is held at the Faculty of Information Management, UiTM Puncak Perdana Campus, Shah Alam, Selangor, between 7th – 8th December 2015. ICIS 2015 welcomes any innovative ideas in order to support and synergize the development and growth of a competitive library and information professions. Tracks include Information Management Systems, Library Science, Records Management, Knowledge Management, and Museum and Heritage Information Management.

With these aims in mind, the International Conference of Information Science (ICIS) 2015's theme is "***SYNERGIZING INFORMATION IN TRANSFORMATIVE SOCIETIES***". The conference is organized in cooperation with Tun Abdul Razak Library of UiTM, the National Library of Malaysia, the University of Malaya and National Archive of Malaysia. ICIS 2015 welcomes any innovative ideas in order to support and synergize the development and growth of a competitive library and information professions. The objectives of the conference are as follows:

- To promote innovation and new discoveries in the Information Science field in facing the challenges of globalization and technology advancement.
- To provide opportunities for sharing latest knowledge and research findings related to the field of Information Science.
- To expose participants to the current trends, directions, issues and challenges related to Information Science.
- To share best practices and approaches for managing information in the new millennium economy.
- To foster networking, cooperation, collaboration and international linkages among information professionals from a wide range of Information Science fields.

In order to make the information and ideas presented at the conference promptly and widely available, participants in the conference were invited to submit short papers (extended abstract) and full papers based on their presentation to be published in this proceedings.

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**PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON
INFORMATION SCIENCES (ICIS)
Synergizing Information in Transformative Societies**

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Lifelong Learning at the National Museum of Indonesia: A Place of ICT-based Information Management

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ABSTRACT

The Museum is one of the information institutions in charge of providing information services throughout lifelong learning for the public. The museum utilization by community requires continuous study to fulfill the role of the museum in the middle of the massive information and communication technology (ICT) development, in order not crushed by the increasingly sophisticated era and left behind. One of thinking is about the effort of information dissemination that contained in the museum collection as a challenge to "sell" the inanimate object with the same story. National Museum of Indonesia is the only museum in the continent Asia and Europe first teamed up with google, a daring break through and in collaboration with the sophistication of google technology wouldthrough the work simulated virtual panorama "Art Project"and "Indoor Street View". This innovation became the primary research focus in order to know the packaging the lifelong learning education programs of the museum through the frame of the information and communication technology. Data collection is carried out by a qualitative approach, i.e., indepth interview, observation, and seminars as primary data, and also secondary data documentation as well as to get more complete and accurate data. Some stakeholders who became the informant include visitors, their colleagues, the promotion and education department, the head of the Indonesian national museum, and the Republic of Indonesia representatives - Commission X (DPR, Komisi X). The data findings then analyzed, and yield conclusion that the person who manages the museum sued not just to act how to retain visitors, but also to maximize the visit value (*visitor lifetime value*) at both the of virtual or physical environment.

Keywords : Lifelong learning, National Museum Of Indonesia, Museum Virtual, Dissemination of Information

I. Introduction

The Museum is one of the information institutions in charge of providing information services throughout lifelong learning for the public. In addition to the role in managing cultural heritage collections, the museum also need to provide services for special group of user with a variety of occupational, such as researchers, educators, students, student university, community, and public society. This is in line with legislation about museums in Indonesia which is set in the Republic of Indonesia's legislation Number 11 of 2010 about heritage. The museum's authority includes the protection, development and utilization of the collections in order to advance the national culture for most of the society prosperity. On Government Regulation Number 66 by 2015 about the museum also explained that museums is an institution which serves to protect, develop, utilize, and communicate the collection to the community. The special task to gather is learning,

education, and fun. There is an explanation by The Republic of Indonesia representatives - Commission X (DPR, Komisi X, 2015) who presented in the seminar commemorating the museum's day in Indonesia, he said that should the legislation that is more focused on empowering museum to be more more exist can be favored and popular for the public to recognize history heritage culture in Indonesia.

International Council of Museums (ICOM) defines museum as an established non profit institution, it serves people with all their development, open for public and it has special task to gather, take care of, communicate and display artefacts concerning human identity for educational and recreational purposes. According to Ambrose and Paine (2006:6-48) museum is a place to store heritage like culture, memory, and the hope of human beings. Ambrose and Paine also said that museum has three roles in the society; they are: 1) to make sure the maintenance and conservation of the cultural heritage; 2) to provide educational institutions, facilitate learning activities, cultural events and 3) to construct identity in the locations where they exist. So, it can be said that museum is not a place just for recreational education but is also a source of information about various interests of wider scale. Museum can even turn into a meeting place where people can gather for social activities such as seminar and workshop.

According to Ambrose and Paine (2006:6-48), museum is the place to store such a cultural heritage, memory, and the hope of civilization. The Museum has 3 roles for communities, i.e.: 1) ensure the maintenance and conservation of the cultural heritage; 2) provides educational institutions, facilitate learning activities, cultural event; 3) and identity construction in location of its existence. So it can be said that the museum is not just a recreational education, but also a source of information about a wide range of interest in the broader scale, even as a place to meet people for social activities such as seminars and workshops.

The museum utilization by community requires continuous study to fulfill the role of museums as agents of lifelong learning. In Indonesia, a belief in magical things for example, more or less could affect someone's interpretation against the heritage collection accessible. Some unique experienced told by national museum guide when accompanying visitors utilize the museum's collections. There is also a male visitor asking officer to open one of the Golden Crown Vitrin Storage.

"... I want to wear it on the head! I am the descendants of Majapahit Kingdom! ", the museum guide said while greeting and mimicked the motion of a visitor's movement. Of course it couldn't be done because the procedure is not as easy as that. (Museum News, year X, No.10, 2015)

Sometimes visitors have a high curiosity. Questions asked to the guide is quite tickled,

"When night comes, are the statue moves such as in the movie? or "have you ever met or experienced something weird ?". (Museum Visitors, 2015)

A question like that can't be denied is not separated from the influence of popular culture, for example from Hollywood film titled Night at the Museum. Mystical event programs held in the old buildings by some television stations also inevitably make the National Museum of Indonesia gained an image closely linked to mystical atmosphere. The National Museum of Indonesia's collection is ancient heritage objects, in that time probably the objects considered have magical powers, it is a consequence. But the National Museum of Indonesia did not induce such things to the visitor. The National Museum of Indonesia obligations is to save, display, and take care of

collection. The mystical values that may exist on every object is left attached as part of the culture and beliefs of each individual.

Indonesian Society is pluralist societies being formed as a result of the interaction of ethnic groups with different cultural backgrounds, religions and history, by geographic region in the form of Islands. In order to expand the dissemination of information and access, National Museum of Indonesia identifying the necessity of development of packaging information services in the form of a simulated virtual panorama "Art Project" and "Indoor Street View".

National Museum of Indonesia is the only museum in the continent of Asia and Europe first teamed up with google, a daring break through and collaborated with sophistication will google technology.

"The Museum could no longer be seen only as a legacy in the country but for the people abroad as well. The community views are already global. With this, we strive to promote to the communities abroad so that they too can enjoy the treasures of our culture and history" (Ferlian - Promotion Staff in the National Museum of Indonesia, the founders of Google Art Project, 2015)

The National Museum of Indonesia provides photos of the collections room in the museum's panoramic (360 degree) which can be accessed by users through internet. That innovation become the main of research focus in this paper, in order to know the packaging of lifelong learning education programs in the museum through the ICT frame, as challenge to "sell" the inanimate object with the same story.

II. Research Methodology

Data collection is carried out by qualitative approach, i.e. indepth interview, observation, and seminars as primary data, and also secondary data documentation as well as in order to get more complete and accurate data. Some stakeholders who became the informant include visitors, their colleagues, the promotion and education department, the head of the Indonesian national museum, and the Republic of Indonesia representatives - Commission X.

III. Literature Review

Lifelong Learning in the ICT frame: Virtual Museum

Most experts see lifelong learning as learn, that planned and continues throughout life. There are 4 principle necessary according to Smith and Spurling (1999), i.e.:

- The Personal commitment to learning, i.e. the learner takes substantial responsibility for his or her learning
- The Social commitment to learning, i.e. that learners share their learning experiences and offer encouragement to others
- The Respect for other people's learning
- The Respect for truth, i.e. that the learner is prepared to change an opinion if persuaded by sound evidence and logical argument. (Smith and Spurling: 1999)

Museums have an important role to play in facilitating lifelong learning, in terms of creative, cultural and intellectual activity beyond any merely vocational aspects. Lifelong learning, museums and digital technologies share many of the same attributes, with emphasis on learning from objects (rather than about objects) and on strategies for discovering information (rather than the information itself). (Hawkey: 2004).

Knell (2003) highlights a number of questions concerning the relationship between museums and digital technologies. Firstly, he is anxious that developments such as those evident in DigiCULT (European Commission 2002) are being led primarily by technologists, rather than by museology. (Nor, we might add, are they necessarily influenced by educationalists.) Secondly, and more fundamentally, he questions whether a digital exhibit, however much it can be manipulated, can ever offer anything approaching the real museum experience: "The emotive experience of seeing the real equires the real and no surrogate will do. A virtual visitor may understand the thing better and be better prepared to interpret it when they see it but they may receive those peculiar attributes of real things only through real world engagement".

Some of the explanations above is in line with ferlian's thought, that the visitors would have had different experience when browsing virtual museum, which can be accessed through computers and gadgets. Hopefully the implementation of such technology could change the stigma of a lay community about the museum. The Museum now is a place that has high aesthetic value and worth for a thumbs up. Now the National Museum of Indonesia try to package the lifelong learning program in the form of a virtual museum, namely "Art Project"and "Indoor Street View".

Constitutional Review about the Museums Role in Indonesia

Museums play an important role in the protection of the cultural wealth of the nation, through the authority that is set in the legislation of the Republic of Indonesia number 11 by the year 2010 about heritage. The museum authority includes the protection, development and utilization of the collections in order to advance the national culture for most of the society prosperity.

"The museum is an institution that protect, develop, utilizing a collection such as objects, buildings, and/or structure that has been designated as a heritage or non cultural heritage, and communicate to the community. The actions protection, development, and utilization of museum collections is under the responsibility of the museum administrator." (Law of Indonesia, no. 11 of 2010, article 18 paragraph (2) and (3))

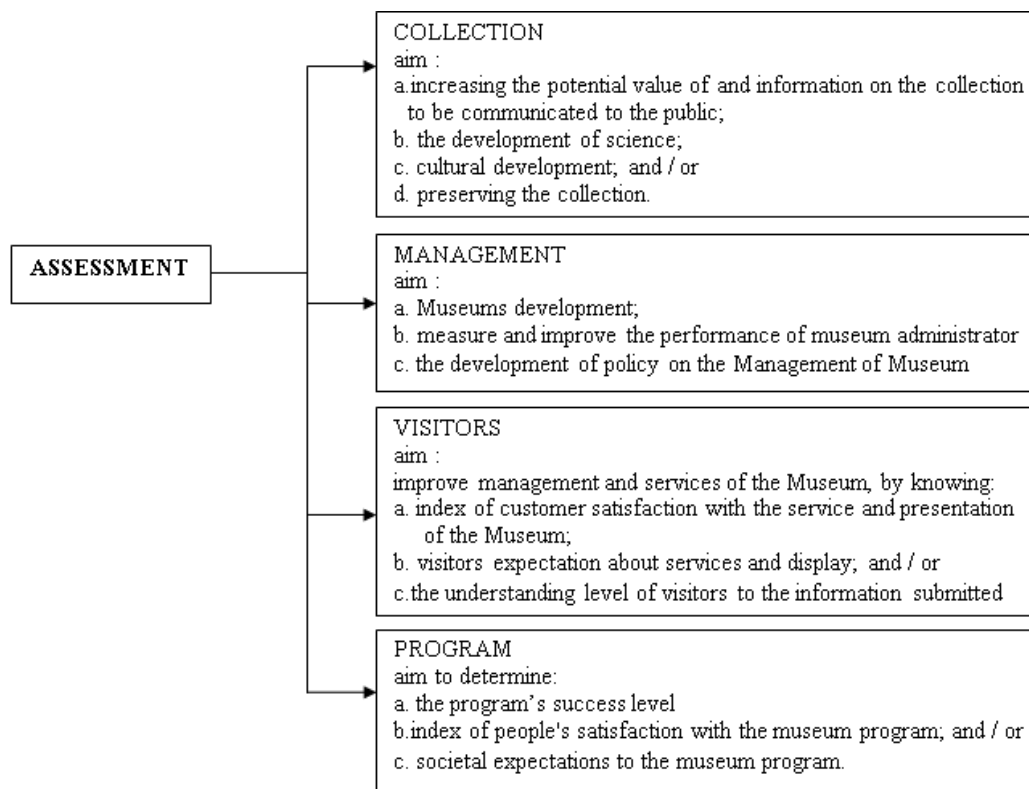
The presence of the word "communicate" becomes the descriptors that the management of the collection does not stop at registration to display the collection with attention to its protection (natural and/ or human threat), but also included promotional efforts so that the information deliver to the community in accessible form.

The implementation of these laws is regulated further on the Government Regulation no 66 of 2015 about museum. Procurement of collection can be obtained through the seeking, seeking results, grants, return of services, exchange, purchase, gift, inheritance, or conversion (article 15). The museum collections are referred as an object of cultural heritage, heritage buildings, heritage structures and/or non cultural heritage which is the material evidence of culture product and/or natural material and the environment that have values important to the history, science, education, religion, culture, technology, and/or tourism.

The utilization of the museum by any person and/or customary law society done for educational purposes, the development of talent and interest, the development of creativity and innovation, as well as the pleasure with the permission of the Head of the Museum with emphasis on conservation (Government Regulation Number 66 by 2015, article 41). The Museum does not seek profit in order to serve the community with the purpose of study, education and enjoyment. (Indonesian Government Regulation no 66 of 2015)

1.) Assessment

Museum as an institution carrying out tasks in the field of assessments through the development of the museum.



2. Education

The Museum as an institution carrying out tasks in the field of education through the utilization of a museum for the benefit of education. On article 42 explained that the utilization of the museum in the provision of education services is carried out by means of:

- a. bring learners and their teachers to the Museum;
- b. organizes a travelling Museum;
- c. provide guidance of museums and Collections.

3. Pleasure

Museums in providing services to the public must provide a sense of pleasure for visitors.

Ancient Heritage collection at the National Museum of Indonesia: The Information Commodity

The ancient heritage collection maintained by the National Museum of Indonesia consists of: (a) Prehistoric Collections; (b) the Archaeology Collections; (c) the Numismatic and Heraldic Collections; (d) the Ceramic Collections; (e) the Ethnography Collections; (f) Geography Collections; (h) History Collections.

On June 2000, the 4th president of RI, DR.H.Susilo Bambang Yudhoyono, inaugurated the exhibition room expansion of the Arch Building. The exhibition on the 1st floor reveals information on the living man and their environment from million years ago to the prehistory period. This part of exhibition covers the geomorphology and man-animal migration, ancient man, hominid site, human life in the cave, and life at the end of prehistory period.

The exhibitions on the 2nd floor reveals various sciences of mankind, especially the knowledge of the Indonesian of technology and applied-sciences. Another important aspect of human life is economy activities focusing on production, distribution, trading, goods consuming and services.

The exhibitions on the 3rd floor reveals social organization and settlement pattern. During the prehistory period, human beings had lived together in groups which gradually evolved and formed more complex structure of societies comprising various classes. Different social status can be recognized by variety of burial gifts found in graves indicating different burial practices. In the next development, the emerging of the people's awareness upon their social status reflected by various households equipment, special clothing and attributes distinguishing higher social status from the lower.

The exhibitions on the 4th floor reveals the treasure and ceramics. According to the archaeological research, ceramics were found in almost all parts of Indonesia, e.g. surrounding temple areas, settlements and also under the sea. Another important collections are exhibited in gold room is a collections of gold from the wonoboyo and muteran site (9-10 century AD), along with the royal regalia and the sultanate In the archipelago and the royal heritage of bali.

III. RESEARCH FINDING AND ANALYSIS

Google Art Project and Indoor Street View of National Museum of Indonesia

There are 2 trigger that underlie the program development by the national museum of Indonesia on matters relating to the technology of the present:

First, the museum development must be aligned with technology development, because if it isn't then the museum will lost devotees. In contrast to the mall that has several outlets and a collection that could change each month, following the trend of both goods and art of display. While the museum has the same collection from year to year, visitors can trauma or getting bored visiting the same objects another time. This can be solve through attractive dan qualified museum guides. But there is problem like how long the guide can survive from disorders such as pain,bad mood which is not previously unforeseen.The only thing that can be inassociate to museum development is technology, because it will grow and develop continuesly. In fact, human will always follow the trend, and the trend definitely cheaper when produced in much quantities. As well as *gadgets* with internet access that now sold at affordable prices to diverse segmentation of society. The society get wider opportunities to reach out to the museum without limited time and space.

If the museum does not facilitate access with ICT integration, then could be threatened by risk of public interest lose for museum. Ferlian explained that certain 90% museum visitors has been using gadgets, with the amount could be more than 1 gadget each person. Better to fetch the chance with exposing of museums through the internet access, rather than only used to update social media that less beneficial. When the visitors come, museum should be aware to discuss and "sell" their inanimate objects as collections with the same story. Swill be attempted its camouflage through interesting packaging and/ or guide appearance.

The second trigger is disaster planning management, learn from the past disaster Aceh Tsunami – Indonesia in 2014 which caused the destruction of many tangible assets. Then came the need for virtuality as the best documentary of the physical image. National Museum of Indonesia began collaborating with Google since the year 2010. With the realization that google is an information channel that well known by communities in a wide range, also the existence of a relationship by one of the Indonesian National Museum staff with Google in Paris, then begins the global cooperation that finally become catalysts of virtual version creativity with unique packaging.

Including mobile applications presented titled singosari as the product of collaboration between National Museum of Indonesia and the Rijksmuseum voor Volkunde (Netherlands), now available and can be downloaded for free at Android Play Store. This application presents a 3D animation, with the optional language available is indonesia, english and dutch. As well as the strategic cooperation with Google, multinational companies U.S, by involving the National Museum of Indonesia since the year 2000 in "Art Project", which is a global partnership program bringing cultural institutions from different countries to be promoted in official website "Google Cultural Institute". As a continuation of the cooperation with google, through the various stages of the work of web-based (online), has now been present "Online Exhibition" and "Indoor Street View" as cruising the virtual National Museum of Indonesia. (Museum News No. 10 by 2015).

Customer Relationship Management on the Virtual National Museum of Indonesia

As explained earlier regarding information service for publik about the history and their information needs. Several museums in Indonesia have yet feel the importance of a good database for the purposes of collection management as well as to identify the visitor's needs, customs, or pleasure. As a result, it is difficult for the museum administrator to establish rapport with museum visitors who come. In fact, happen communication and cultural interaction between the museum and the visitor through cultural objects display. The Museum not only serves the objects, but rather strives to deliver a variety of information about the background of the objects on display. The museum collection has meaning of cultural and science. If the cultural elements are not quickly rescued, documented, and maintained, certainly the current generation will not understand the previous generation, and generations to come. The heritage of the past for the future has put the museum on the roles and responsibilities that full of challenges.

Customer Relationship Management (CRM) based on data quality of consumers that made possible by the existence of information technology (Buttle, 2007). National Museum of Indonesia and the community, both domestically and abroad feel the positive impact of the presence of ICT-based information packaging and presenting virtually.

Technological advances, especially in the field of information and communication technologies have made contacts between people who have a historical background, culture, and religions are increasingly intensive. The Museum must be able to follow the development and communications and shall have a response with its environment. Museums play an important role in order to prevent the occurrence of a negative impact, as a result of the occurrence of interactions so the shift value, change the mindset of impoverishment of culture and so on. Through attractive and communicative information package, and supported the use of adequate technologies which can be accessed by the public, the museum can be known as a tourist attraction, recreation and can foster a spirit wants to know, curiosity and enjoy the variety of cultures in Indonesia.

The Simulation Process in Virtual Museum

Virtual museum, in the context of sharing the role with the community, is to support educational institutions, to offer facilities for learning activities, cultural events entertainment, events and more. The existence of such a treatment serves as one of the delivery important information because : 1) museum virtual has a wide range such as being able to bring something so far by using a simple and fast methods; 2) virtual museum is able to display the data collection and information without having to be limited by space (space is limited).

The great development of information and communication technologies has transformed the society into the computerized society. Now the reality is not only to be told, represented and widely spread, but furthermore also can be created, engineered and simulation, and even he was able to create a new reality. Simulation process at the National Museum of Indonesia shaped artifact, while the universe of the museum itself is just an imagination, fantasy. Referring to Baudrillard, the process of imitation not supported by fact is called simulation. Here is a diagram of the process simulations:

Diagram 1

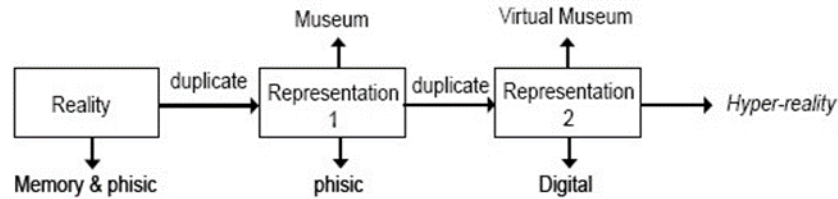
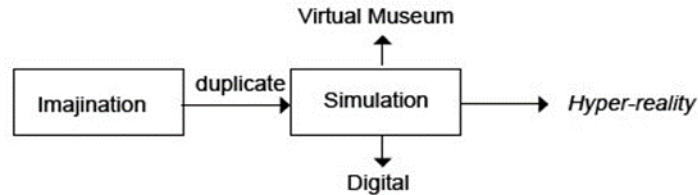


Diagram 2. Repetition of representation process.



The Simulation Process Diagram

The role of museums in the context of virtual heritage conservation as only limited data collection and documentation. On physically museum environment, the learning process can be done with see and feel the aroma of ancient splendor, or a high level of sophistication of the representation of the reality of the first phase (Diagram 1). Representation about the second phase (Diagram 2) certainly different when exploring the indoor museum that is the same with the use of the Internet, where the experience will be limited only at the visual level only when visitors explore a virtual museum in the form of a simulation (Tjahtjawulan, 2015:40)

Similar to the experience of being present at the national museum of Indonesia in the physical environment, visitors can feel the aura of grandeur and luxury buildings that can't obtained through the virtual experience, though its commodity is actually very similar to.

IV. Contribution and conclusions

Currently, the museum's administrator is required to not only act how to maintain visitor but also to maximize the value of visit (*visitor lifetime value*) when they come to the museum. Visitors also wanted to be seen as human beings, not just as numbers that often reported as the number of visitors each year, or a grouping of statistics that need to be audited or described to the museum leader. Maximize the value of visits aim to give pleasure, comfort, knowledge, understanding, and absorbed entertainment for public by the museum presentation, so it's not in terms of quantity of visitors of the museum. But emphasis more on qualities that are served from the study of the collection, management, visitor, and programs.

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