



Assistance for the Muara Jambi Tourism Village Community to Form a Village Museum as a Space for Cultural Conservation and Tourism

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Abstract. Preservation of cultural heritage objects in Law Number 11 of 2010 Concerning Cultural Heritage, faces various challenges in the era of the industrial revolution 4.0. On the other hand, cultural heritage has an important role and value in forming cultural identity and being able to improve the community's economy. One way is through the development of new concepts, such as the establishment of a village museum with an open concept, or the life of the village community itself as a collection object of interest. The establishment of a village museum in the Muarajambi national cultural heritage area will be the first for the Jambi region and become a prototype. The hope is that if the concept of a village museum in this cultural heritage area can work well, it will be implemented in other cultural heritage areas, so that the preservation of cultural heritage is carried out with the community which also provides economic benefits to the community. As an effort to form a village museum, community assistance is part of the process. This departs from the community storing objects suspected of being cultural heritage in the house, obtained by accident when carrying out plantation activities. So the village museum can be used as a storage room as well as a media for cultural heritage educational tourism in the Muarajambi temple area which is capable of bringing economic benefits.

Keywords: Muarajambi KCBN · Museum · Tourism · Village

1 Preliminary

The Muarajambi bathing area in 2009 was designated as a tentative list of World Heritage or world heritage to UNESCO, the United Nation Educations, Educational, Scientific, and Cultural Organization registration number 5465, on the basis of the potential for cultural and cultural heritage which is considered to represent world civilization, as well as a positive role in the advancement of human civilization in the present and the future.

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The Muarajambi National Cultural Heritage Area is spread over an area of 3,981 hectares with a total of 10 (ten) temples that have been successfully restored and 82 menapos or structures that are still stored in the ground, as well as the culture of the surrounding community that has developed over time [8].

In addition to being a center of education, Muarajambi in the VII to XIV centuries was also visited by many spices and gold which were traded in ancient Malay ports, one of which was known as Sabak. The abundant wealth of natural resources makes this area also called “Swarnabumi” which means “island of gold” because it is believed to contain abundant gold and spices. At that time, the Batanghari River served as a transportation route and trade distribution between the upstream and downstream parts of the inland, as well as the estuary and the port in the estuary known as Sabak [7].

The wealth of cultural heritage remains in the Muarajambi temple area is not limited to the distribution of temple structures and other cultural heritage findings such as Chinese ceramics, statues, loham plates containing ancient inscriptions, but also the cultural potential that lives and develops among the people of Muara Jambi Village. This high-value cultural potential was brought by various ethnic groups since the past crossed each other and formed a new culture called Jambi Malay culture [5].

Preservation and development of culture is the responsibility of all parties, including universities as educational institutions that carry out research and community service tasks. As well as being strengthened by the orders of the Cultural Conservation Law Number 11 of 2010, and the Law on the Advancement of Culture Number 5 of 2017, that culture must be preserved and utilized as much as possible for the welfare of society. The condition in the field is that the people of the Muara Jambi Tourism Village are economically still classified as low income so that supporters are needed to improve community welfare through the village community-based tourism sector [2].

Another condition is that the involvement of village communities in the tourism sector is also not maximized, only a small number of people who have capital such as owners of bicycle loan services, while those who do not have capital cannot be involved and enjoy their existence as a Tourism Village. The phenomenon that occurs in the tourist village of Muara Jambi, it is important to take action solutions through community service which aims to provide opportunities for village community involvement in the cultural tourism sector. One of the offers is the development of cultural tourism which is managed and developed and can be enjoyed directly by the village community as a whole, or not just a group of individuals who have capital.

Some of the systematic steps needed are educating the village community. Especially matters related to knowledge about the concept of exploiting cultural potential to become a creative economy. For this point, concrete steps that can be taken are intensive assistance for the village community, as well as other steps such as collecting data on cultural heritage objects and directing museum management.

Some of the systematic steps needed are educating the village community. Especially matters related to knowledge about the concept of exploiting cultural potential to become a creative economy. For this point, concrete steps that can be taken are intensive assistance for the village community, as well as other steps such as data collection on the cultural assets of the people of Muara Jambi Village, and directing the management of the museum. Paradigmically, this concept is included in the category of a combination of

new museology and open museums. New museology or a new concept museum focuses its attention on visitors or is known as “Visitor Oriented”, in contrast to its predecessors, traditional museums which focus more on handling collection objects [6].

While the open air museum concept or Open Air Museum focuses on the concept of a museum without walls or the distribution of cultural assets and cultural heritage that stretches in one landscape or landscape. This type of museum is different from conventional museums which are stored in one room. On the contrary, this museum model exists in the open with all cultures, cultural heritage and people who live in the area being part of the museum itself [4].

From 2009 to 2022, the Muarajambi National Cultural Heritage Area has become a leading tourist destination for Jambi Province, and has even brought economic progress for and welfare of the people of Muara Jambi Village. Referring to the results of previous research conducted in the Muarajambi Bathing Area, especially the Gumpung, Tinggi, Kembar Batu and Astano Temple areas, it turns out that tourist activities are still focused on enjoying the temple buildings, not yet involving local community culture. Visitors still come only to see the temple buildings [1].

On the other hand, around the temple, there is the Muara Jambi settlement/village, with a culture-rich community that has the potential to be developed as cultural tourism with creative ways and methods of managing cultural assets in accordance with current and future tourism developments. If this culture is not utilized towards a business that brings people’s welfare, then it will gradually become extinct. Apart from that, another basic consideration is that the preservation and development of the wealth of cultural heritage assets must also be supported by the preservation of community culture and traditions, arts, local knowledge in the Muarajambi National Cultural Heritage Area. So based on the results of this analysis, the method used is to form a village museum as a container for preservation, collecting, managing and marketing village culture based on digital information systems or informative websites.

The trial methodology used is multidisciplinary based, namely archaeology, information systems, languages, government science. This aims to make it easier to map assets, and develop cultural management concepts that can impact the welfare of the people of Muara Jambi Village. This service is also a forum for the implementation of the Tridharma of Higher Education, as well as encouraging the MBKM program for students from the Archeology Study Program, Information Systems, Government Science to be fully involved in the field.

2 Discussion

This service was carried out by 4 (four) Jambi University lecturers from different disciplines; archeology, literature, government science, and informatics systems) and assisted by several MBKM students. The temple, and has not empowered the culture that exists around it, namely in the middle of the village community, then identification and mapping of culture is carried out in Muara Jambi Village. The results of the identification of cultures that exist and live in village communities are then conceptualized in the form of a digital-based village museum. Important to offer effective and creative management and utilization of culture [3].

The results of data collection are then collected on the website; The informative and communicative <https://muara-jambi.id/> makes it easy for the local people to collect, inform their cultural assets to tourists who will visit the Muarajambi temples. At the same time helping village communities in preserving culture as well as bringing economic and socio-cultural prosperity.

The establishment of a tourism village museum in the Muarajambi national cultural heritage area is the first for the Jambi region and more broadly for areas in Sumatra. The concept of the village museum that is presented is to collect all the cultural potential in the village, both material and non-material in a digital information system that helps people who own culture to promote/market and brand cultural products to be more attractive, informative and educative.

The information system used in this concept is website-based; <https://muara-jambi.id/> which can be opened, and accessed using the internet by everyone anywhere, and anytime. Another uniqueness is that this information system, in the process of presenting and developing information data on the website, fully involves the people of Muara Jambi village. Meaning they upload and ration their own culture from a local point of view onto the website. This is possible because the maker, in this case the community service team, has created active village communities and village youth volunteers to continue developing data.

It is hoped that the concept of a tourist village museum in the web-based cultural heritage area can run sustainably and continue to be developed by the people of Muara Jambi Village by enriching information and village cultural assets, so that it will become more popular and bring in more tourists to the village. This is in accordance with the concept that has been planned, namely to revive the village, preserve the culture of the community, and at the same time divert the surge and heavy concentration of visitors at the Gumpung, Candi Tinggi, and Astano KCBN Muarajambi baths, so that the preservation of the cultural heritage and culture of the village community is carried out together for the welfare of the village community.

The second stage is by providing website socialization as well as providing training to the Muarajambi Village community consisting of; Cultural owners who are still active and preserving, village government officials, village communities, village youth, and tourism village communities. The invitees representing the village community were trained in how to create an account and how to upload village culture data to an existing website.

The Muara Jambi Cultural Tourism Village Museum dedication team compiled a guidebook for using and developing the website that had been created. This guidebook is distributed to the community to serve as a guide as well as long-term learning in the use of the village museum website.

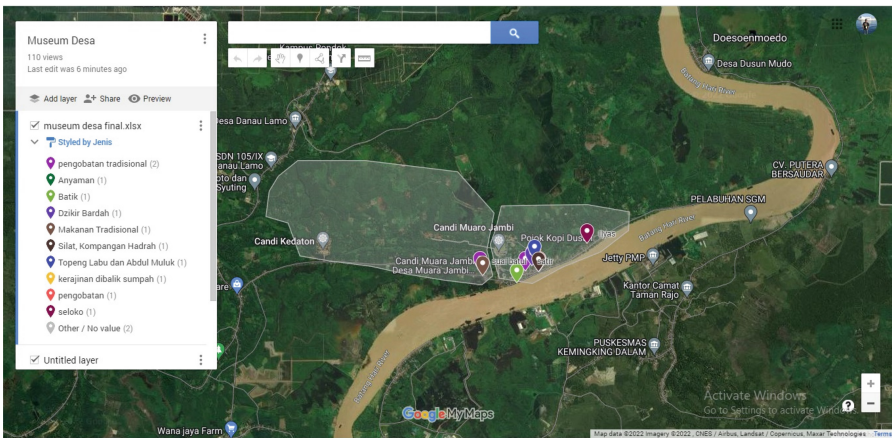
The third stage is mentoring and monitoring the development of the village museum after training and outreach to the village community. From the monitoring results, it can be seen that the village community is very interested in developing the village museum website, and feel that this website is very important for the preservation and utilization of village culture which is also able to bring economic prosperity to the village community. This community perception is known through the results of a questionnaire distributed

to the village community, it is known from the results of the questionnaire distributed to the village community.

3 Closing

Basically the potential of the Muara Jambi village museum can be increased more optimally to support the preservation and development of cultural tourism in Muara Jambi village as well as being a source of income for the village economy and local communities. There are obstacles in developing this potential, especially the lack of openness of some village communities who are not willing to be interviewed for data and for various reasons, especially fear and isolation. This needs to be overcome by increasing socialization efforts related to the important value of preserving cultural heritage and objects of cultural promotion both carried out by the village government, the Jambi Cultural Heritage Preservation Center, and Jambi University.

Attachment



The maps of museum desa

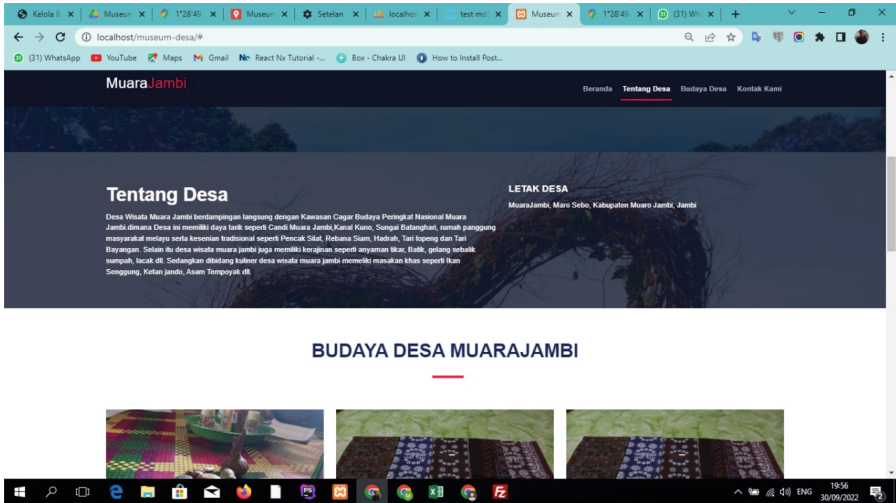


Photo of the application section of the Muara Jambi village museum

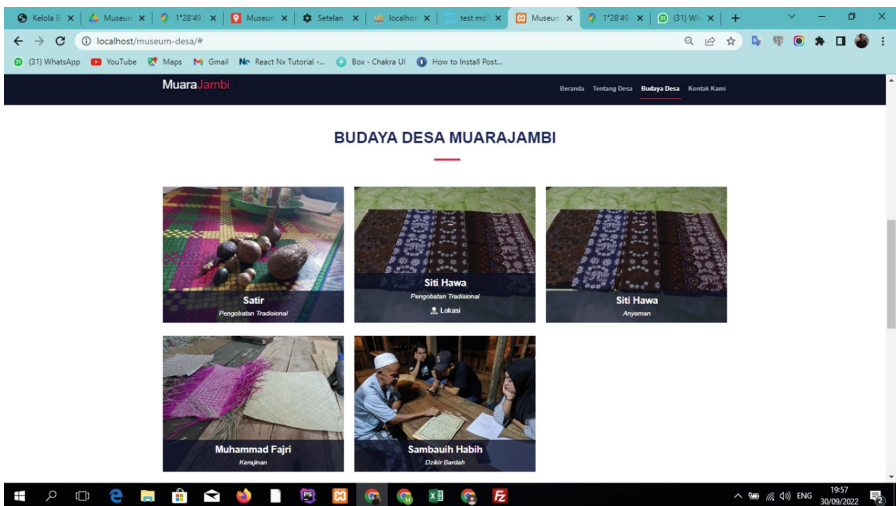
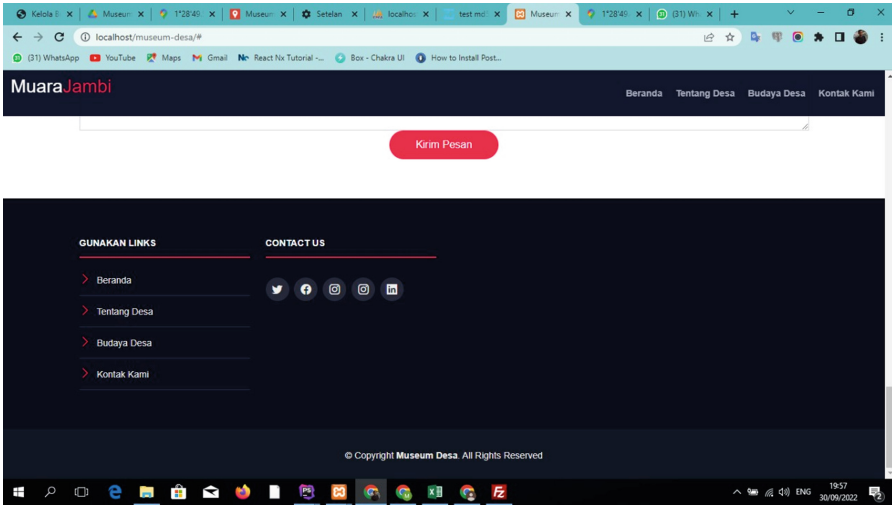
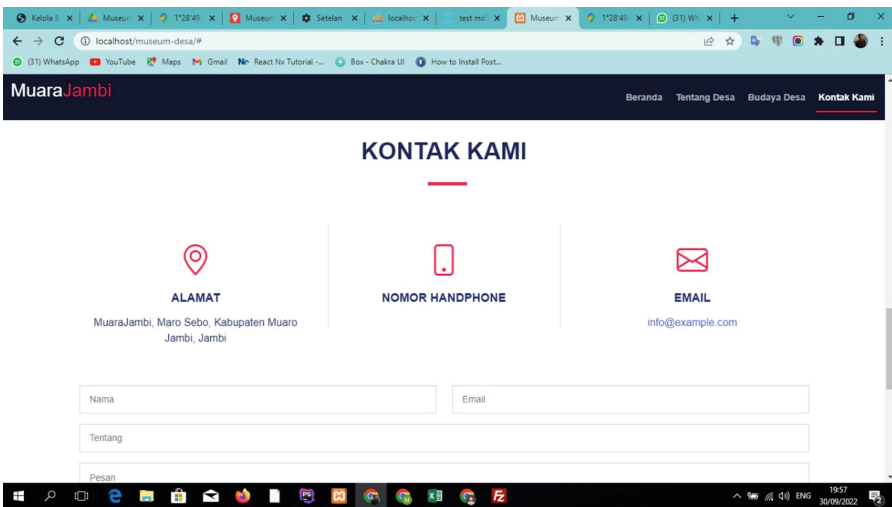


Photo of the application section of the Muara Jambi village museum



Fiti is one of the menu options in the Muara Jambi village museum application



Workshop activity



Workshop activity



Workshop activity

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