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Enhancing Visitor Experiences at Digital Museum Concept in Jakarta

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Abstract:

This study aims to examine the digital compliance of museums in Jakarta towards the accessible information concept. Furthermore, this study also explores the millennials' perception towards digital technology adoption for museum. Taman Mini Indonesia Indah website was employed to remark the research object. Hence, 18 museums were finalized as of this research object. Data was accumulated through direct field observation in all museums and interview with museum staff. Meanwhile, a survey with questionnaire was distributed to gather the digital technology and accessible information perception of the museum. Also, other accessibility information data was gathered through content analysis. The findings reveal accessible information compliance in term of printed material, digital document, audio visual content, website, application, self- service terminal, and signage. Findings also show that Museum Olahraga turns out to be the most compliance regarding its accessible information and providing digitalization facilities such as interactive digital signage, augmented reality, interactive video mapping, automatic display slider, interactive kiosk, and interactive light show. However, the result shows that only several museums comply with digital context. This research implication is to deliver the best practice for the museum to anticipate future trends to ensure better experiences for the visitors.

Keywords: accessibility; accessibility information; digital; digital museum; information; museum.

JEL Classification: O30; Z32.

Introduction

Museum defines as a non-profit institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits for purposes of the study, education, and enjoyment, material evidence of people and environment (ICOM 2007). Museum as one of the tourism attractions should contribute to sustainable development (Adeniji and Ekanem 2013), because tourism attractions and sustainable are link to one another (Benediktsson and Lagerkvist 2004). To encourage sustainability, tourism attractions are required to comply with accessibility requirements (Triana, Lestari and Wiastuti 2019). Museums should adhere to the accessibility concept (Wiastuti, Adiati and Lestari 2018) and develop involvement in technology as a path to survive in the leisure industry (Ahmad *et al.* 2013).

Accessibility concept enables all people to function independently and with equity and dignity through the delivery of universally designed products, services, and environments (Darcy and Dickson 2009). Accessibility is a priority in sustainable tourism policies and business development strategies (Ki-Moon 2016) that provides benefits for business and destinations in economic-social- environment sustainability (Naniopoulos and Tsalis 2015). Also, everyone demand accessibility, including people with disabilities, illness, accident victims, pregnant women, people of advanced age, and those who are carrying big sized luggage (UNWTO 2015). All people in the field of tourism have the same rights of independent travel, accessible facilities, trained staff, reliable information, and inclusive marketing (UNWTO 2016). Tourism for All requires the accessibility, sustainability and equitable participation by all (UNWTO 2015). Not to mention that accessibility contributes significantly to inbound and outbound tourism for global tourist (Kumar, Raj Kumar and Ujjwal 2012). Accessibility will also impact the tourism destination competitiveness in the future that requires stakeholder collaborations (Michopoulou *et al.* 2015).

One of the accessibility concepts that should be applied in all tourism object is accessible information, including in museums (Mulyaningrum, Lestari and Wiastuti 2018). Accessible information is essential in ensuring that everyone has access and is on an equal basis with others to its material and documents related information (UNWTO 2015). Meanwhile, the vast development of information and technology can lead the museum to be beyond than just an exhibition tool (Rey and Casado-Neira 2013). Technology might be useful as learning tools in the museum context (Ferrara and Sapia 2013). Furthermore, technology innovation indeed reshaping the role and mission of museums that can enhance access to museum collections (Bertacchini and Morando 2013). The more tourism object can be accessed; the more visitors are willing to come and do revisit intention (Triana, Lestari and Wiastuti 2019).

This study aims to examine the digital compliance of museums in Taman Mini Indonesia Indah- Jakarta towards the accessible information concept adopted from UNWTO to support tourism sustainability. This research cover museum as a research object and accessible tourism as the main concept. Furthermore, this study also explores the millennials' perception towards digital technology adoption for the museum

1. Literature Review

In the context of Accessible information concept provides all information in a form that allows people to access content on an equal basis with others (UNWTO 2016). Accessible information is data which is capable of being read or absorbed and understood by the individual or group for which it is intended (Marsay 2017). The lack of reliable information is considered a major factor that hinders people with disabilities and other travelers with accessibility requirements from traveling (Stumbo and Pegg 2005). Trustworthy information can give specific information for disabled tourists and prevent keep them from having a nightmare experience and give them a memorable time during their visit (Wee and Sanmargaraja 2016).

UNWTO highlighted five key factors to assure the information accessibility (UNWTO 2016), which are (a) Inclusion of information related to accessibility of the service and infrastructure; (b) Inclusion of point of contact in the promotional tools to enable viewers gain detailed information; (c) The consistency of information provided in all communication channel; (d) Inclusion of trained personnel that able to deliver accessible services and (e) Inclusion of up-to-date information in all published information. To assure the information are accessible by all, there are seven factors that must be adhered.

The first factor is the printed material. Printed material features are applied into two main tools in the tourism object: as promotional material and as a source of visitor information. There are four recommendations to be applied in all printed material thus assist people to better understand the information they perceived, which are the layout, fonts, contrast and color, and alternative formats (UNWTO 2016). The second factor is the digital documents. Digital documents features are applied into any document in a digital format such as travel brochures, tickets, catalog, general information about the tourism object. There are nine recommendations to be applied in all digital documents, thus ensure people acknowledge the content they are downloading in an accessible form.

Some of the recommendations are applying styles to the text; using images or pictograms; using a pre-set format; considering not using columns; using descriptive text or symbols and providing a summary in HTML (UNWTO 2016). The third factor is the audio-visual content. Audio visual content features are applied in a form of introductory videos, audio, or video guide, and illuminated display panels. There are eight recommendations to be applied in all visual content; thus, various people, including those with seeing and hearing obstacles able to perceive equal information. Some of the recommendations are (a) providing captions and transcripts for multimedia; (b) including a pop-up window and an audio description in a video; (c) sharing link for the video to be accessible somewhere else; (d) offering downloaded size for digital files; (e) providing content with various language, and (f) providing controls options to pause, skip or stop the presentation (UNWTO 2016).

The fourth factor is the website. Website feature is applied in many of tourism sectors, including museum as one of tourism object. There are 12 guidelines that divided into four principles to be applied in developing the websites refer to International Standards for Web Content Accessibility Guidelines. Website must be a) Perceivable: usable regardless of a customer's ability to see, hear or touch; b) Operable: usable forms, controls, and navigation; c) Understandable: content and interfaces are clear and easy to understand; d) Robust: content can be used reliably by a wide range of devices (UNWTO 2016). The fifth factor is the applications. Applications feature are applied in the mobile device mode. However, there are no specific national and international law about accessible apps design (UNWTO 2016). The sixth factor is self-service terminals and mobile devices. This can be called as public access terminals such as information kiosks, ticket vending machines, information displays, and point-of-sale customer card payment systems. There are five recommendations to be applied in public access terminals, which are (a) having operable part and displays for people with different heights; (b) allocating the location on the contrary of reflection, solar glare and another lighting; (c) providing functional keys, button, keyboards and card entry systems in an adequate size with raised mark and Braille; (d) including a voice guide for touch screen interface; and (e) providing visual and audible for uses procedures (UNWTO 2016).

The seventh factor is the signage. Signage features are applied in the form of maps, directory, tactile route on the pavement, information screens, and exterior signage. There are eight recommendations to be applied in all signage thus enable people to navigate themselves without someone else assistance, which are (a) using matt and durable materials; (b) using homogenous design; (c) considering size and heights; (d) providing with contrast and adequate background; (e) using standard pictograms, (f) including clear images, (g) assuring no obstacle to reach the signage; and (h) including alternative formats such as raised letter and Braille (UNWTO 2016).

2. Methodology

This research is qualitative descriptive research. This research defines how the accessible information concept is implemented by the object without examining the relationship with other variables. The research objects are 18 museums inside Taman Mini Indonesia Indah (TMII) Jakarta, as shown in Table 1. The museum's database was obtained from the official website of TMII named www.tamanmini.com in January 2019

Table 1. Research object

No	Museum	Abb	No	Museum	Abb
1	Museum Indonesia	MIN	10	Museum Pusaka	MPP
2	Museum Transportasi	MTR	11	Museum Telekomunikasi	MTL
3	Museum Minyak & Gas Bumi	MMG	12	Museum Bayt Al-Qua'An	MBA
4	Museum Penerangan	MPN	13	Museum Asmat	MAS
5	Museum Perangko	MPR	14	Museum Timor Timur	MTT
6	Museum Listrik & Energi Baru	MLE	15	Museum Hakka Indonesia	MHK
7	Museum Olah Raga	MOL	16	Museum Serangga	MSR
8	Museum Purna Bhakti Pertiwi	MPB	17	Museum Fauna Indonesia	MFA
9	Museum Keprajuritan Indonesia	MKP	18	Museum IPTEK	MIP

Source: Taman Mini Indonesia Indah Official Website, 2019

Primary data was collected from direct field observation, content analysis, interview, and survey. Field observation was conducted by all researchers and took place for three months period; from January 2019 to March 2019 using the observation checklist which required observation time for four to seven hours each, depending on the museum size. The field observation checklist consists of five parts: a checklist for printed material, a checklist for digital documents, a checklist for audio visual content, a checklist for self-service terminals, and a checklist for signage. While, another two checklists were conducted off-site, that cover content analysis for website and applications. Interview was conducted with museum staff, using the semi-structured

interview method with a combination of open and close-ended questions. Once the field observation, interview, and content were conducted, all the data was then analyzed with domain analysis. The survey was also conducted among 20 millennials as the respondent to obtain the perception about the digital technology and accessible information perception of the museum. The survey using printed questionnaires and distributed during February 2019 to the college student who has been visited minimum one of any museums in Jakarta. Meanwhile, secondary data was collected from documentation and literature study.

3. Results

Results are elaborated in seven subsections referring to accessible information dimensions. Furthermore, a discussion is defined after the findings. Each museum name is abbreviated, according to Table 1. During the field observation, some museums were found close its operations until further notice or under construction, which are Museum Minyak & Gas Bumi, Museum Telekomunikasi, and Museum Purna Bhakti Pertiwi. Thus, only 15 museums remain open and further analyzed in this research.

The respondent demographic is a college student from one private University in West Jakarta majoring Hotel Management with 18 to 21 years old, domicile in Jabodetabek area, 60% female, and 40% male. All respondent has visited minimum one museum in Jakarta during the past three years, with only 30% of them have visited more than one museum. Surprisingly, according to the survey result, the main purpose of the museum visit is a school project. It means that visiting the museum is not the main interest for them if it is not an obligation for the school or college project. Only 20% respondent argues that museum is worth visiting. As a tourism object options; 70% respondent prefer amusement or recreation park, while 20% like to visit a public park and another 10% prefer heritage site. None answer that museum is considered as a tourism object that they want to visit. Three main museums mentioned and visited by the respondent are Museum Sejarah Jakarta, Museum Nasional, and Museum Wayang, which none are museums in TMII.

Two open questions were asked to all respondent. The first question is "What would you suggest to the museum to improve the overall performance so that you want to visit or revisit?". Three major answers are providing free Wi-Fi connection, assuring the phone signal inside the museum, and complying with modern design. The second question is, "What would you suggest to the museum to cope up with the trend of technology development?". Three major answers are providing QR scan for the collection information, providing high tech photo spot for social media updated, and digitalizing the collection in such a unique way compared to non-technology compliance museum.

Table 2 shows the agreeable scale of the accessible information dimension. Respondent was asked to answer in five-point Likert scale with five being strongly agree until one being strongly disagree. Findings reveal accessible information dimension that must be complied by the museum according to the respondent answer. The museum must-have a website, provide material in digital form, provide a map, directory, and video guide. Meanwhile, audio guide, illuminated display panel, and exterior signage are considered less necessity among respondents.

Table 2. Accessible information dimension results

No	Questions	Mean
1	A museum must provide material in printed form	4.10
2	A museum must provide material in digital form	4.75
3	A museum must provide an introductory video	4.25
4	A museum must provide audio guide	3.85
5	A museum must provide a video guide	4.75
6	A museum must provide an illuminated display panel	3.50
7	A museum must-have a website	4.85
8	A museum must-have mobile application	4.10
9	A museum must provide self- service information kiosk	4.25
10	A museum must provide self- service ticket vending machine	4.50
11	A museum must provide an information display	4.25
12	A museum must provide maps and directory	4.85
13	A museum must provide exterior signage	3.90

Source: SPSS analysis

Furthermore, Table 3, Table 4, and Table 5 show the importance scale of the accessible information indicator. Respondent was asked to answer in five-point Likert scale with five being very important until one being least important.

3.1 Printed Material

In term of printed material, museums provide several forms such as a printed brochure, printed map, and printed standing banner, printed museum catalog, and printed ticketing information. Payable museum ticket, for example, are provided in the printed version. Each museum has different ticket design. But for a museum with free entrance, there is no ticket given to the visitor. MPR provides a visitor with the museum brochure that is given upon entering the museum. Meanwhile, a printed standing banner can be found widely in all museum, contain information about the museum and some of the collection. Map is also available in all museum, mostly are in printed form. However, MIP provides digital map; located exactly in the main entrance; ease in spotting upon entering the museum. Catalogs information are provided in a printed form as well; some in a dual language in Bahasa Indonesia and in English, but some are only in Bahasa Indonesia, and located near the collection. Though the font is adequate with a minimum 12-point size, the allocation is the problem. Some catalogs are allocated in the distance thus difficult to be read. MOL is the only one that complies printed material as compliance for the digital document. MOL provides refer to Table 3, the most important indicator of printed material in a museum is contrast and color; followed by layout and font; with an alternative format as the least important.

Table 3. The importance of printed material and digital document

Dimensions	Questions	Mean
Printed material	Layout	4.85
	Font	4.75
	Contrast and color	4.90
	Alternative format	4.10
Digital document	Styles to the text (heading, title)	4.85
	Content in text format for image or pictogram	4.25
	The use of bullets points, numbering, table	4.90
	Using no columns format	3.80
	Using image, place nicely, space between image and text	4.75
	Written description for image, diagram, charts	4.50
	Hyperlink	4.10
	Using color to convey the highlighting text	4.25
	Using descriptive text or symbol to convey the highlighting text	4.15
	Styles to the text (heading, title)	4.85

Source: SPSS analysis

3.2 Digital Document

In term of a digital document, since all museums has no individual website, thus no document is available to be downloaded. Refer to Table 3, the most important indicator of a digital document in the museum is the use of bullets point- numbering-tables, and text styles.

3.3 Audio- Visual Content

In term of audio- visual content, only four museums provide introductory video, which is MPN, MOL, MHK, and MIP. MIN claim to have introductory video as well, but unfortunately under construction for a long period. While audio and video guide compliance are very rare with MOL that implements the most. Audio compliance example is welcoming, and farewell audio upon visitor enter or exit the different space or room. This audio guide can only be heard when someone is passing by. Meaning that the audio is setting up using the movement sensor. This applied the same to the video guide compliance. Refer to Table 4, the most important indicator of audio- visual content in a museum is control options to customize the content; either skip, pause, or stop; followed by an available link in a standalone version.

3.4 Website

In term of website, all museums website can be found in Taman Mini Indonesia Indah official website from this link www.tamanmini.com/pesona_indonesia/museum.php. None have separated individual website due to its management that becomes part of TMII. TMII list more than 17 museums on the website, where readers can view the exterior museum image, museum history, and brief museum collection explanation. Museum operational hours and admission fee can be found on the main page of the website in conjunction with other TMII objects. The website can be open in both PC and mobile view. It is compatible and mobile-friendly, although it takes longer

loading page compare browse it via PC. Refer to Table 4, the most important indicator of a website in the museum is navigating- finding options and keyboard functionality.

Table 4. The importance of audio- visual content and website

Dimensions	Questions	Mean
The audio- visual content	Captions for multimedia	4.25
	Transcript for multimedia	4.10
	Pop- up window in a video with an interpreter	3.85
	Audio description version of the video	4.25
	Video link in a standalone version	4.85
	The download size for a digital file	3.90
	Language options	4.75
	Options to skip, pause, or stop the content	4.90
Website	Text alternative for non- text document	2.50
	Captions for multimedia	4.25
	Content that can be presented in different ways	3.90
	All functionality from a keyboard	4.85
	Enough time to read and use the content	4.10
	Navigate and find options	4.85
	A readable and understandable text	4.75
	Content appear and operate in predictable ways	4.50
	Can avoid and correct mistakes	4.10

Source: SPSS analysis

3.5 Applications

In term of applications, no museum has its own private mobile applications, including the TMII itself. However, there are two related mobile apps that can be found in the Google Play Store for free. The first application is Jelajah Museum TMII; released in October 2017 by CODIVENT (Codivent, 2017). This app allowed the user to view some useful information about all museums in TMII in a different form of games. The second application is Museum Adventure; released in January 2018 by Debug Studio (Debug Studio, 2018). This apps can only be used in Museum IPTEK as a gamification learning tools for the visitor. But, during the observation, researcher found this app less useful since findings the related QR code to continue the game is rather difficult. Apart from two gamification museum apps as explained above, there is also one mobile application that acts as an information tools to explain the museum collection. This application name is SIJI and can be used only in MOL. MOL not only encourage the visitor to download the SIJI but also provide free Wi-Fi for the visitor to have connection downloading the apps. SIJI is a marker-less augmented reality to turn images into digital experiences (SIJI Solusi Digital, 2015). SIJI works by scanning the collection image that has SIJI logo using the camera phone, wait a few minutes, and augmented reality comes to live.

3.6 Self-Service Terminals and Mobile or Smart Devices

In term of self- service terminals and mobile or smart devices, or called as public service terminals, all museums do not provide self- service ticket vending machine. All ticket can be bought from the ticket counter. Some counter is in the form of one simple table as seen in MPR, while another counter is in the form of desk room counter. For ticket free museum, the ticket counter is not available. A visitor will be greeted and assisted by the museum staff to but the ticket. This applied the same as information kiosk that mostly is covered by the museum staff in the ticketing desk. On the contrary, information display is available everywhere, especially around the museum collections. The display is in an adequate height and can be read by a visitor with a wheelchair. Displays are also placed avoiding the light reflection, thus can be read clearly. However, some MKP information display is on the contrary as it is in conjunction with the light thus cannot be read clearly. MOL provides self- service information kiosk outside the main entrance near the ticketing office; where visitors are free to obtain museum information such as history, content, collection, and facilities without the need to enter the museum. All key are well functions, from the beginning to the end; with the options to pause and view several times. Refer to Table 5, the most important indicator for self- service terminal in the museum is voice guide and no reflection display view.

Table 5. The importance of self- service terminals and signage

Dimensions	Questions	Mean
Self- service terminals	Adjustable height	3.50
	Placing avoiding reflections, lighting	4.25
	Keyboard/ card entry has adequate size	3.40
	Voice guide	4.75
	Visual and audible ways to communicate the procedure	4.10
Signage	Durable material	3.40
	Homogenous design	4.85
	Size and heights	3.90
	Contrast and adequate background	4.10
	Using standard pictograms	4.25
	Clear images	4.75
	No obstacle to reaching the signage	4.10
	Alternative formats such as raised letter and Braille	3.90

Source: SPSS analysis

3.7 Signage

Results In term of signage, all museum complies with several signage such as maps, directory and exterior signage. Exterior signage compliance is in the form of museum name signage, written, and placed in front of the museum with an adequate design, size, and color. Maps are commonly provided near the main entrance in the form of the printed map. Though, emergency signage such as exit signage and assembly point and toilet signage can be found widely. However, only some museums comply with pavements routes and information screens. MOR, for example, do not provide pavement routes but do comply with the interior design that leads a visitor to follow the path provided by the museum. Allow a visitor to have no options than following the given routes, that eventually assist the visitor itself to maximize the museum experience by reducing unnecessary, confusing routes. Refer to Table 5, the most important indicator for signage in the museum is homogenous design and clear images.

4. Discussion

The findings elaborate how accessible information concept implements by most of the museum in TMII. Regarding printed materials, museums compliance is considered good. This is due to a museum brochure, ticket, and a banner already comply with the accessible information recommendations. The inclusion of images and large font, in braille, or even in different languages will assist better communicate to visitor (University of Queensland 2018). Regarding digital documents, museums compliance is considered to need further improvements since there is no single document that can be downloaded for all museums. Online access to digital museum collections must be free of charge, therefore enrich the audience's accessibility (Bertacchini and Morando 2013). Regarding audio- visual content, a museum can maximize its function. This is due to the existence of both audio and visual content that is not working properly in some museums. Also, a caption is more important than transcript for multimedia format. Regarding the website, museums compliance is considered to need further improvements in all aspect. This is due to all museum website that is integrated into the TMII website. This scheme is adequate if all the information is accessible and complete. The website might be the first thing visitor look up when planning about visiting. Thus, a good first impression is vital (Equality Commision for Nothern Ireland 2014).

Regarding applications, museums compliance is considered to need further improvements. This is due to no museums has mobile apps. Though there are three related similar apps in joint with another developer, still further improvement is a must to allow visitor obtaining maximum experience in using the apps. Regarding self-service terminals, the museum can maximize its function. This is due to the existence of information kiosk that is not working properly in most museums. Regarding signage, museums compliance is considered good. This is due to direction signage, emergency signage, information signage, and public hygiene signage can be found in all museums. Although map and directory are not fully provided, still can be considered adequate. However, the signage material is not as important as homogenous design and clear images. Signage should be clear, concise, and tactile with large text and or include Braille for people with vision impairment (University of Queensland 2018).

Among 14 museums, research finds Museum Olahraga to be the one that has the best accessible information compliance. Not only the information can be accessed in diverse form, but Museum Olahraga keep

pace with the digital technology adoption for the museum development, through its facilities such as interactive digital signage, augmented reality, interactive video mapping, automatic display slider, interactive kiosk, and interactive light show; where all these facilities cannot be found in other museums at Jakarta.

The findings also reveal how millennial rate the importance indicator for accessible information compliance in the museum context. To attract millennial visiting the museum, there are several factors that museum management need to consider. The museum must-have a website, provide material in digital form, provide a map, directory, and video guide. Meanwhile, audio guide, illuminated display panel, and exterior signage are considered less necessity among millennials. Two related museum applications (Jejalah Museum TMII and Museum Adventure) also show how museum nowadays cope up with the latest trend in using gamification to attract more visitor and to enhance the visitor experience. With the gamification platform, the visitor will be participated and be active during their visit to the museum, rather than seeing only the museum collection.

To enhance the millennial experience, SIJI apps in Museum Olahraga is one of the best compliances. Visitor is encouraged to be an active visitor instead of a passive visitor. A visitor will have a unique experience by encounter augmented reality that comes to life from the mobile phone. As the mobile phone is one of the most important devices for millennial, thus providing facilities that involve the use of a mobile phone is considered effective. For millennial, museum material in digital form is more attractive than in printed form. Millennials appreciate video guide than an audio guide but still consider the importance of introductory video. Website somehow is more useful than mobile apps for museums. Self- service terminal is important as millennial love to be able to buy the ticket in self- service ticket vending machines than in human ticketing office. Map and directory are also the key majors for them to visit the museum. They like to have direction assurance once they inside the museum. They do not like to waste their time wondering around in a confusing route without knowing the exact direction. They like to spend their time efficiently once they decide to visit the museum, especially if the museum is huge and the collections is a lot.

Conclusion and Recommendations

The overall compliance of accessible information for museums in Taman Mini Indonesia Indah is considered good from the printed material and signage. However, compliance in the digital document, website, and mobile apps need further improvements. Moreover, audio- visual content and self- service terminal compliance become an opportunity that the museum can maximize its function. Museum information must be accessible to not only cater the ordinary people or people without disabilities but also people with disabilities, illness, accident victims, pregnant women, people of advanced age and who are carrying big sized luggage. So that the museum experience can be enjoyed by everyone without exception. To attract millennial visitors, the museum should offer free Wi-Fi and provide all the information to be accessed both online and offline.

While, to enhance the visitor experience, especially for millennials, the museum should encourage active participation using a mobile phone and make the museum design that not only caters for educational purposes (Ferrara and Sapia 2013), but also social media purposes (University of Queensland 2018), combining with digitalizing some functions such as collection catalogs (Rey and Casado-Neira 2013). Soon or later, the museum should consider a transition to digitization and to a digital network environment (Bertacchini and Morando 2013) since the digitization has become a focus for the latest museums trend (AXIELL ALM 2017). Digitization described to be beyond supplying the museum collection available for public consumption but also enables sharing it worldwide through its ease of accessibility (AXIELL ALM 2017). Going digital in the technology era is crucial, but most importantly is accommodating everyone with information that can be accessed and relevant to their needs; in adequate, complete, perceivable, and understandable manners.

The museum should provide material in digital form, add more video guide, add self- service kiosk, and join cooperation with other museum apps to provide a more interactive experience. TMII and Asosiasi Museum Indonesia Kawasan Taman Mini Indonesia Indah (AMIKA- TMII) should always hand in hand cooperate to maximize the promotion and development of all museums by creating accessibility guide to bear a clear, accurate and honest description of the facilities and services offered (University of Queensland 2018). Further research can be conducted with larger respondent that cover different generation cohorts. Thus, cross-tabulation data can be obtained to spot the different result between different cohort. Moreover, factor analysis can be conducted for accessible information indicators. To enrich the research, accessible information topic can be correlated with another topic such as visitor expectation and visitor satisfaction.

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