REPACKAGING ANCIENT MANUSCRIPTS IN THE DEVELOPMENT OF LITERACY TOURISM AT THE MUSEUM OF WAYANG BEBER SEKARTAJI IN BAMBANGLIPURO BANTUL

THESIS

Submitted to the Departement of Library Science, Faculty of Adab and Cultural Sciences, State Islamic University of Sunan Kalijaga Yogyakarta to Fulfill One of the Requirements in Obtaining a Bachelor of Library Science Degree.
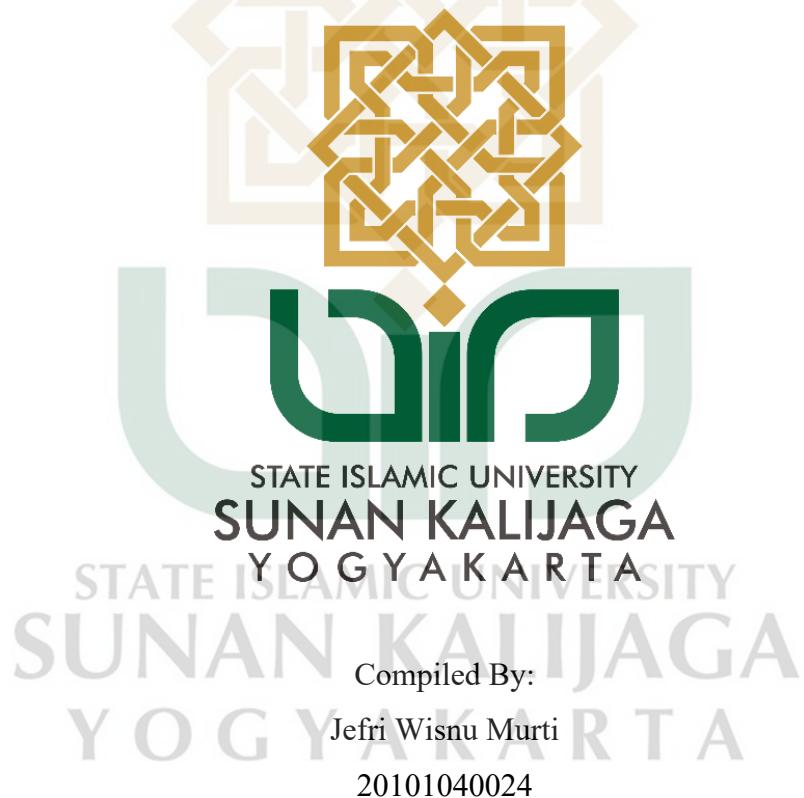
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STATE ISLAMIC UNIVERSITY OF SUNAN KALIJAGA

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STATEMENT OF ORIGINALITY

STATEMENT OF ORIGINALITY

Assalamu'alaikum Wr. Wb.

The undersigned, I am:

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I affirm that the thesis titled Repackaging Ancient Manuscripts in the Development of Literacy Tourism at the Museum of Wayang Beber Sekartaji in Bambanglipuro Bantul' is entirely my own work and has not been copied from other sources, except where proper citations are made in accordance with academic standards and procedures outlined in the bibliography. Should it later be determined that any part of this work has been plagiarized, I will bear full responsibility.

Thus this statement letter is made and can be used as appropriate.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, August 2024

Declare,

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OFFICIAL NOTE

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OFFICIAL NOTE

Subject   : Thesis
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Dear Sir :
Dean of the Faculty of Adab and Cultural Science
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Assalamu'alaikum Wr. Wb.

After reading, correcting, and suggesting improvements as necessary, I, as the supervisor, am of the opinion that thesis:

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Can be submitted as one of the requirements to obtain an undergraduate degree (S1) in the Library Science Study Program, Faculty of Adab and Cultural Sciences, Sunan Kalijaga State Islamic University Yogyakarta. Based on the above, I hope that the above thesis can be immediately approved and submitted in the *munaqosyah* session.

Therefore, thank you for your attention.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 26 August 2024
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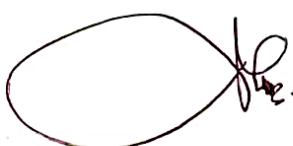
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MOTTO AND DEDICATION

"Saking nguni tan hana tan hana, mula tan hana tan hana, ingsun tan hana tan

hana, tan hana ingsun, tan hana ingsun."

- Mpu Tantular

Gratitude and thanks to Allah SWT for all the blessings that never stop.

A big thank you to my parents, Mr. Subandi and Mrs. Sri Winarsih, who have

become my goal to complete the thesis from beginning to end.

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encouragement and encouragement until now.

ABSTRACT

This research aims to find out the description of the repackaging of ancient manuscripts in the development of literacy tourism at the Sekartaji Wayang Beber Museum. Using a qualitative descriptive method, this research analyzes how the repackaging of ancient manuscripts can increase the attractiveness of the museum, enrich the visitor experience, and encourage interest in reading. This research uses descriptive qualitative and collects data through interviews and observations. Then data analysis was carried out using the Miles and Hubberman model. The results showed that manuscript recontextualization has successfully transformed the museum into an interactive learning space, where visitors can interact directly with knowledge heritage. In addition, manuscript recontextualization also provides added value to the museum as an educational tourism destination. This study concludes that manuscript repackaging is a strategic step in enriching the content of literacy tourism in museums.

Keywords: Ancient Manuscripts, Information Repackaging, Literacy Tourisms

INTISARI

Penelitian ini bertujuan untuk mengetahui gambaran kemas ulang naskah kuno dalam pengembangan wisata literasi di Museum Wayang Beber Sekartaji. Dengan menggunakan metode deskriptif kualitatif, penelitian ini menganalisis bagaimana kemas ulang naskah kuno dapat meningkatkan daya tarik museum, memperkaya pengalaman pengunjung, dan mendorong minat baca. Penelitian ini menggunakan deskriptif kualitatif dan mengumpulkan data melalui wawancara dan observasi. Kemudian dilakukan analisis data dengan model Miles dan Hubberman. Hasil penelitian menunjukkan bahwa rekontekstualisasi manuskrip telah berhasil mengubah museum menjadi ruang belajar interaktif, dimana pengunjung dapat berinteraksi langsung dengan warisan pengetahuan. Selain itu, rekontekstualisasi manuskrip juga memberikan nilai tambah bagi museum sebagai destinasi wisata edukasi. Penelitian ini menyimpulkan bahwa pengemasan ulang manuskrip merupakan langkah strategis dalam memperkaya konten wisata literasi di museum.

Kata Kunci : Naskah Kuno, Kemas Ulang, Wisata Literasi.

PREFACE

All praise and gratitude to Allah SWT who has given His mercy and grace. So that the author can complete this paper well. Shalawat and greetings are always poured out to the Prophet Muhammad SAW who has brought people from the dark ages to the brightest ages. The preparation of this thesis is intended to obtain a bachelor's degree in library science.

The author realizes that this writing cannot be completed without the support of various parties both morally and materially. Many thanks to all those who have provided support in the completion of this thesis. As below to:

1. Prof. Dr. Muhammad Wildan, M.A. as Dean of the Faculty of Adab and Cultural Sciences, UIN Sunan Kalijaga Yogyakarta.

2. Prof. Dr. Nurdin, S.Ag., S.S., M.A. as Head of the Library Science Departement, Faculty of Adab and Cultural Sciences, UIN Sunan Kalijaga Yogyakarta.

3. Muhammad Solihin Arianto, S.Ag., M.Lis. as Thesis Supervisor.

4. Kang Indra Suroinggeno, Manager of the Museum of Wayang Beber Sekartaji

5. Mrs. Efflina, as Administrator of the Jangkah Nusantara Community

6. Kang Abdullah Maulani, PPIM Researcher at UIN Syarif Hidayatullah Jakarta

7. Friends of the Library Science Study Program, Faculty of Adab and Cultural Sciences, UIN Sunan Kalijaga Yogyakarta.

8. All those who have helped us during our research activities.

The author realizes that this paper is far from perfect due to the limited knowledge and experience that the author has. Therefore, the author expects all forms of suggestions, criticism, and constructive input from all parties to this paper. Hopefully this paper has benefits for readers and all parties, especially in the library field.

Yogyakarta, December 4, 2023

Jefri Wisnu Murti

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CHAPTER I
INTRODUCTION

1.1 Background

Indonesia is a nation known for its hospitality and upholds moral ethics very highly. According to Sofyana (2023) the moral decline of the Indonesian nation has been very visible due to the influence of digitalization. One example of the influence of digitalization is the need for fast and accurate information that is preferred by all circles. This is obtained from social media, which may doubt the accuracy of the information conveyed (Rusnali, 2020). According to Lickona (2013), there are at least 10 factors of moral degradation symptoms that need proper attention, namely 1) anarchy and violence. 2) theft, 3) cheating, 4) deviance and neglect, 5) brawls, 6) intolerance, 7) use of bad language, 8) early sexual maturity and its deviations, 9) self-destructive attitudes, 10) drugs. One of the factors influencing these symptoms is the occurrence of disinformation and the ability to understand information in society is still relatively low.

The world is developing rapidly. It brings radical changes to form a human civilization that is adaptive and sensitive to the problems encountered. The problem occurs because the development of digital technology is the main driving force in a change or a change.

The revolution that occurred in the information field, which the library is included in (Istiarni & Kurniasari, 2020). The problem that is often encountered at this time is the problem of the need for fast and precise information. This happens because the influence of globalization makes transformations, especially in the field of information technology, more massive and faster. Sources of information are now increasingly diverse, not only revolving around conventional media such as magazines, newspapers, and television. The use of internet-based social media also shows that changes in information technology are developing rapidly and radically.

Society is now faced with the problem of inequality in the ability to understand information or reading material with the massive flow of information. The need for fast information but the ability to process and understand information is inversely proportional as reported by UNESCO data. On the website page of the Language Center of North Sumatra Province, it states that out of 1000 Indonesians who have a penchant for reading, only one person is able to read (Tabusay & Harefa, 2023).. Also seen from the current conditions of today's society has expressive characteristics with a tendency to depend on technology so that a society that is instantaneous in information arises. According to Witanto, (2018) the factors that cause low language skills are (1) Lack of adequate facilities and infrastructure. Learning situations that are not conducive, and lack of role models from teachers (2) The development of information technology has reduced interest in reading books, many families do not understand the

importance of compulsory reading, and people's purchasing power for books is low.

From this, it can be understood that the issue of public readiness to understand, interpret and carry out the information obtained is very important. The responsibility for the problem of public readiness to understand, interpret and implement what is obtained from the information received is the task carried out by the information management institution. In information management, there is a view that arises due to the overlapping missions of *gallery, library, archieve* and *museum* (GLAM) institutions. The missions of these institutions are almost similar to each other, namely as collectors and managers of information resources. The concept carried by GLAM is collaboration (Pratiwi, 2020). Basically, the GLAM concept is a combination of various separate slices of information from each information management institution (Bachtiar, 2021). This concept can be an alternative to meet the increasingly diverse information needs of the community. One of them is the need for information about ancient manuscripts.

Ancient manuscripts are files in all forms that are handwritten or typed that have not been printed or made into printed books that are more than 50 years old (Undang-Undang No 5 Tahun 1992). In another definition, manuscripts are handwritten on paper, palm, bark, cloth, metal, palm leaves, bark, or other materials that are at least seventy-five years old that have important scientific, historical, or aesthetic value (Patidar & Soni, 2016). Indonesia is

rich in various forms of cultural heritage, including ancient manuscripts (Rachman, 2024). This can be seen from the many findings of ancient manuscripts from all over the archipelago. Upon further examination, the place of manuscript making in Indonesia has its own treasures. This is due to the past historical process that has been passed. This can be seen from the presence of various scriptoriums which directly illustrate that the wealth of knowledge in Indonesia so that the preservation and management of knowledge contained in ancient manuscripts becomes an important issue.

Currently, attention to ancient manuscripts is still focused on preservation programs based on whole media transfer or digitization. This is indeed important so that in the future knowledge and information can still be enjoyed by the next generation. Although the digitization of manuscripts helps preserve old manuscripts, the challenges of preserving old manuscripts still exist (Fakhriati, Mu'jizah, Holil, & Permadi, 2022). However, after the preservation, it is certainly necessary to think about how the information and knowledge contained in the ancient manuscripts can have more impact on the general public. Not only for researchers or people who delve into it. Because

Information management institutions such as libraries, museums, galleries and archives tend to have similar functions and tasks. Hence, there is a view to combine all tasks and functions into a common view into a view called GLAM as described above. Libraries, museums, and archives preserve priceless artifacts and information (Lone, Wahid, & Shakoor,

2019). In the library there are functions, one of which is the recreational function. The recreational function of the library means that the library provides access to the provision of light collections such as newspapers, general magazines, and non-fiction books (Prastowo, 2012). Meanwhile, the function of the museum is to protect, utilize collections, and communicate to the public (Undang-Undang No. 66 Tahun 2015 Tentang Museum). This is actually in line with the functions in the library where the development of recreational functions can be through programs such as literacy tourism. Because basically the concept of literacy tourism is an educational tourism activity in the library (Nashihudin, 2019). So it can be applied in institutions that have the same function.

According to Lasa (2009), a library is an institution that stores and provides information. This shows that the library is an organization that has a systematically arranged work system. The system is used to achieve the main purpose of the library, namely as a repository and provider of information. It is understood that the library is historically an institution that is the duty bearer in the information sector. In order to act as a bridge in the journey of education. According to Undang-Undang No. 43 Tahun 2007 Tentang Perpustakaan dan Kepustakawanan, a library has the following definition "An institution that manages collections of written works, printed works, and/or recorded works professionally with a standardized system to meet the educational, research, preservation, information, and recreational needs of the users".

Perhaps if we look further, the value contained in ancient manuscripts is still a concern and deepening by several parties. On the other hand, the value of ancient manuscripts has great appeal because ancient manuscripts are a picture or image of the process of a nation's journey. In ancient manuscripts there is the identity or identity of a nation. This gives the impact of the existence of ancient manuscripts to be important. Interest in extracting the value in ancient manuscripts is only limited to groups of researchers and the community of manuscript enthusiasts.

The library has one of the functions, namely the recreational function. This is in accordance with Undang-Undang No 43 Tahun 2007 concerning libraries. Which is where the library has a gap to develop manuscripts closer to the community outside academics and manuscript enthusiasts. The development is through the information repackaging method.

Information repackaging is an activity in which there is a special service process that involves the process of collecting, reconstructing, *formatting*, organizing, and consolidating information available in the form of various sources for the benefit of a specially targeted group (Radhakrishnan & At Francis, 2017). One of the methods of information repackaging is alih wahana in which the information contained in a collection is converted into another type or form. In this case the manuscript can be a flexible collection so that the value contained can be preserved through other types or forms of media.

The repackaging in preserving the value of ancient manuscripts is in line with the development of literacy tourism. Literacy tourism is a tourist attraction that offers facilities to improve language skills in the form of listening skills, reading and writing skills, and communication (Ibda, 2017). Value elevation through information packaging can attract the attention of ordinary people. The process of repackaging can certainly be carried out by institutions or organizations such as libraries because there is a space that is aligned in the library function.

One of the museums that has a collection of ancient manuscripts is the Museum of Wayang Beber Sekartajiwhich is located in Gang Pancasila RT 08 Kanutan, Sumbermulyo Village, Kapanewon Bambanglipuro Bantul Regency. The Museum of Wayang Beber Sekartaji was founded in 2017 by Kang Indra Suroinggeno and inaugurated by the Regent of Bantul with a mission to introduce culture to children through Wayang Beber media (Bantulpedia, 2020). From the data obtained during the initial visit on January 6, 2024 the museum has a collection of 500 ancient objects. In addition to the puppet collection there is a collection of ancient manuscripts in the form of Al Quran, Javanese script notes and lontar manuscripts. The manuscripts total 75 manuscript titles. The manuscripts are managed as museum collection materials which are stored in display cabinets in the collection room of the Sekartaji Wayang Beber museum.

According to the manager and founder of the museum, Kang Indra Suroinggeno, during the author's initial visit to the museum, the information

repackaging process has been carried out by the Sekartaji Wayang Beber Museum. Based on the researcher's initial visit on January 5, 2024, the process was carried out using alih wahana which was carried out to provide another perspective or picture and increase the attention of the general public. The implementation of the alih wahana method is carried out by lifting stories or stories written in ancient manuscripts. The process was carried out by lifting the story from the Kakawin Sutasoma lontar which resulted in the wayang pancasila play. In the process there are several adjustments that are adjusted to the conditions that exist today. In addition to alih wahana, the Museum of Wayang Beber Sekartajihas also carried out media transfer or digitization. The process is through a manuscript preservation project from WILMA (*Wikisource Love Manuscript)* in May 2023 which is a Wikisource collaboration program with PPIM UIN Syarif Hidayatullah Jakarta and the Jangkah Nusantara Community. In the implementation of the media transfer activity, a manuscript preservation step was previously carried out in the form of applying lemongrass and candlenut oil to the lontar manuscript.

In addition to the preservation activities carried out, other activities in supporting the process of managing manuscripts are also activities in the form of workshops in making daluwang paper. The workshop or seminar on the process of making daluwang paper also cooperates with museum partners, namely manuscript activists, one of which is the Jangkah Nusantara community, which has collaborated with museum managers

several times.

From the explanation above, the activities carried out by the Museum of Wayang Beber Sekartajihave carried out activities with the concept of literacy tourism, namely tourist attractions that offer facilities for improving language skills. Language improvement facilities certainly provide their own value not only limited to recreation at tourist attractions, but also offer an increase in self-ability in language, so that it becomes another alternative for the community in traveling.

From the explanation in this background, it can be understood that the current ability of the community to manage, interpret and execute the information obtained is relatively low. The issue of readiness that is the responsibility of information management institutions is important to be resolved. The Museum of Wayang Beber Sekartajipackages the information contained in ancient manuscripts into a different work, so that the noble values contained can be preserved and published to the general public with adjustments to current conditions. The packaging of ancient manuscripts is expected to have an impact on the community through the development of literacy tourism.

1.2 Research Focus

In the background above, it has been explained that there is a gap for preserving the value of ancient manuscripts, namely through the repackaging of manuscripts. The repackaging of manuscripts can be done by various methods, one of which is alih wahana. Therefore, the focus of

this research is the repackaging of ancient manuscripts in the development of literacy tourism at the Sekartaji Wayang Beber Museum. Seeing and describing the process of repackaging ancient manuscripts by paying attention to certain indicators so that it has an impact on the development of literacy tourism. The indicators use the theory presented by Maryati and Yoganingrum in Nashihudin, (2015) which explains that the information packaging process is determining content, collecting information, analyzing content, changing forms, and evaluating the effectiveness of the process and form of information packaging. It is hoped that this research will gain knowledge about the management of ancient manuscripts through repackaging to develop literacy tourism destinations.

1.3 Problem Formulation

Based on the background that has been conveyed in the description above, the author can formulate the problem in this study, namely, how is the packaging of ancient manuscripts in the development of literacy tourism at the Sekartaji Wayang Beber Museum?

1.4 Research Objectives and Benefits
1.4.1 Research Objectives

Research objectives are the basic reference for carrying out a study. Based on the formulation of the problem that the author has conveyed. This research aims to find the meeting point of the formulation that has been made, namely by knowing how is repackage ancient manuscripts at the Sekartaji Wayang Beber Museum in developing literacy tourism. To see how the repackaging of ancient manuscripts, the role of repackaging

in literacy tourism, and evaluation of the implementation of ancient manuscript repackaging in the Sekartaji Wayang Beber Museum.

1.4.2 Research Benefits

The benefit of research is a reciprocal result obtained by conducting research. This research aims to offer valuable insights into the repackaging of ancient manuscripts, contributing positively to the growth of literacy tourism. This research is intended to serve as a valuable resource for various stakeholders, particularly in the library sector, as they adapt to modern challenges.

1.5 Research Systematics

In carrying out the preparation of research, a writing system is needed to provide an overview of the research framework. This research has the following systematics:

CHAPTER I Introduction contains, background of the problem, research focus of problem formulation, objectives and benefits of research, and writing systematics.

CHAPTER II Literature Review and Theoretical Foundations. This chapter contains a literature review in the form of similar research that has been carried out previously. While the theoretical foundation is a description of the theories that are a reference in this study.

CHAPTER III Research Methods. This chapter contains the type of research, place and time of research, subjects and objects of research,

research instruments, data sources, data collection, data validation, and data analysis.

CHAPTER IV Discussion. This chapter is a discussion containing a general description of the place and object of research, vision and mission, research results, and some discussion of the research results.

CHAPTER V Closing. This chapter is a closing that contains conclusions from the research results, suggestions and at the end contains a bibliography, and attachments.
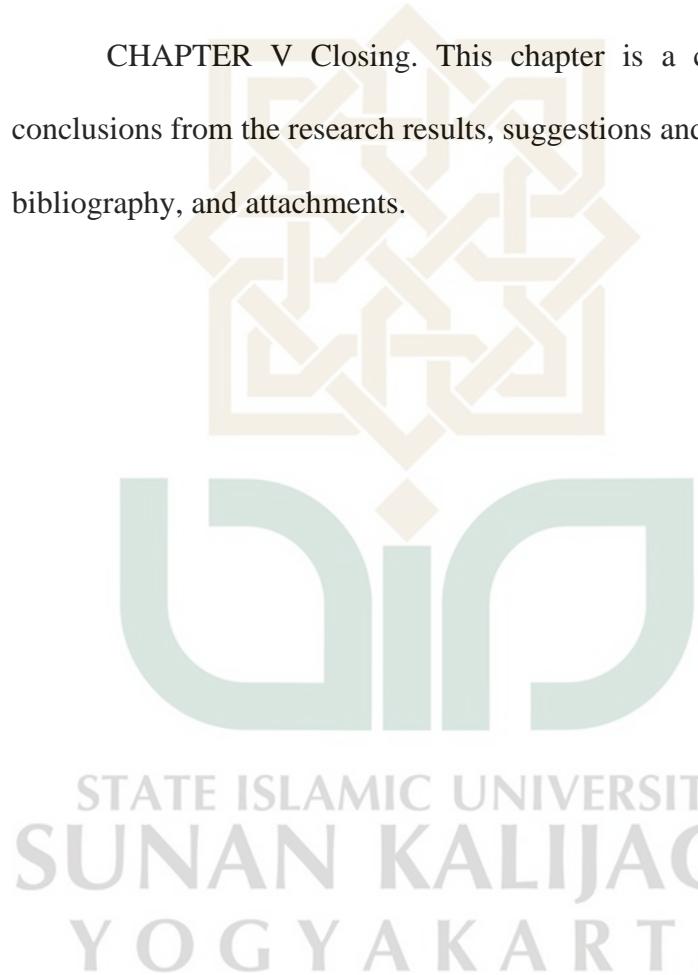
CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1   Conclusion

The repackaging at the Museum of Wayang Beber Sekartaji went well. This is due to the awareness of the importance of preserving manuscripts and also the support of various parties who can work together. The repackaging carried out is media conversion (digitaliztion) and alih wahana. The success of media conversion can be obtained from the synergy of all existing components, including manuscript owners, media conversion implementers and related stakeholders. Meanwhile, the repackaging with the transfer method also went well. Starting from the personal unrest and concern of the manager of the wayang beber museum, the idea emerged to make a puppet play from kakawin sutasoma.

Of course, the repackaging of these activities has a good impact on the development of literacy tourism. Basically, literacy tourism is a tourist attraction that offers facilities to improve language skills. Then a relationship can be found from the repackaging in the development of literacy tourism. Media conversion as the preservation of manuscripts both in value and physical manuscripts and transfer of vehicles as a medium of communication of the value or content of the manuscript. So that repackaging as a step in developing the potential of literacy tourism.

Repackaging as a step or way of exploring the potential and optimizing the potential of literacy tourism has its own challenges.

These challenges include:

1. Awareness of the importance of the information contained in ancient manuscripts has a high value.

2. Seeing gaps and opportunities in existing potential.

3. Repackaging ancient manuscript information according to the intended target or target.

4. Support from all parties and stakeholders.

These challenges require the awareness of all parties that repackaging is basically an information preservation activity that is a shared responsibility. Synergy and mutually beneficial relationships are one of the keys to successful repackaging. A good relationship between the owner or manager and the implementer of the repackaging program can be established if a humanist approach is taken and supported by in-depth research. Openness is the main point that must be achieved.

5.2   Suggesstion

There are several suggestions in the implementation of the repackaging of ancient manuscripts in the development of literacy tourism. These suggestions and inputs include:

1. All the component continue to maintain a good relationship between ancient manuscript owners and digitizers.

2. For all component must have synergy to establish cooperation with various elements and

components.

3. For Museum, community empowerment around the wayang beber museum must continue.

4. For the museum, There is a fiber that can be transposed besides kakawin sutasoma, namely Serat Panji.

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