
GENTALA ARASY JAMBIMUSEUM PROMOTION STRATEGY IN INCREASING TOURIST VISITS

Haufi Sukmamedian¹, Superwiratni², Mustika Permatasari³

¹Hospitality Study Program, Politeknik Pariwisata Batam,

²Hospitality Study Program, AKPAR NHI Bandung,

³Hospitality Study Program, Politeknik Pariwisata Palembang

¹haufi@btp.ac.id, ²superwiratni@akparnhi.ac.id, ³mup@poltekipalembang.ac.id

ABSTRACT

The large amount of tourist interest has not been supported by adequate facilities. One of them is access to the Gentala Arasy museum through the bridge, there are so many old street vendors who sell without rules so that it seems shabby, the lack of maintenance of lights on the Gentala Arasy bridge and at the Gentala Arasy Museum also affects the attractiveness of the tourist attraction that is the icon of Jambi City. Based on this presentation, we can see that the Gentala Arasy Museum is an interesting tourist attraction to visit, and good management is needed so that tourists who come are amazed and get a good memory of the Gentala Arasy Museum. The collected data is recorded and processed using a computer. The results will be presented in table form and then analyzed quantitatively descriptively. The known formula to determine the level of respondents' conformity between expectations and reality. 5 dimensions of characteristics used by customers in evaluating service quality, namely: reliability, responsiveness, assurance, empathy, tangible.

Keywords: promotion; museum; tourist attraction; quality of service

INTRODUCTION

Islam was not born in Indonesia, but it is precisely this country which has the largest Muslim population in the world (Laffan,2016).

In today's era, tourism is expected to develop well and optimally, of course, it needs to be supported by various factors and components that are directly or indirectly related to tourism activities. For example, the condition of tourist attractions, social facilities at tourist attractions, ease of

transportation to reach tourist attractions, security and order at tourist attractions. An interesting tourist attraction is a tourist attraction that has its own aesthetic values, and is supported by social facilities needed at the attraction.

Every traveler has different characteristics. However, as the times develop, the demands of tourists will continue to vary. Therefore, managers need to anticipate this development by improving the quality of service more professionally and managing better.

Management is the implementation of organizational planning. In the context of management here is more directed at the existence of an organization, one of the main characteristics of the organization is the existence of a group of people who combine themselves with a bond of norms, rules, regulations and policies, the second characteristic is the existence of reciprocal relationships with a view to achieving goals and objectives. Source credibility is the level of expertise and trust of consumers in the source of the message (Sutisna, 2002).

A museum is a place in which there are objects cultural heritage that can be used to add insight and knowledge (Brata et al., 2018). By utilizing technology digital-based that is developing today able to provide an atmosphere and A new experience in a museum. The technology can produce 3D visual presentation of information or 2D which is more interesting on a museum space, and with the approach aspects of Islamic Architecture physically. Buildings can support the image/identity museum as a museum that presents Islamic-themed education so that Islamic atmosphere at the

Museum of Islamic History more felt (Wibisono dkk,2022).

The Jambi Tourism Office is also very serious about making the Batanghari River crossing area as a marine location as Jambi's identity. The existence of tours in Jambi Province located in Jambi City Seberang can be enjoyed by tourists who want to know the development of Islamic history in Jambi Province and the history of the construction of the Gentala Arasy Museum. It also has a pedestrian bridge which tourists can enjoy. Gentala Arasy was built on a budget of Rp 88,7 Miliar in three fiscal years 2012-2014. This building is a project from the reign of Hasan Basri Agus, and was inaugurated by Vice President Jusuf Kalla on 28-maret-2015 (Hasibuan, 2022).

Gentala Arasy Museum itself is an iconic tower that illustrates the history of the spread of Islam in Jambi City (Septiarani. 2011). Not just an ordinary tower, this museum is also used as an Islamic Museum where visitors can see various kinds of evidence and history of Islamic development in Jambi City. The shape of the Gentala Arasy Museum is quite unique and certainly very Islamic, the shape even resembles

a mosque building equipped with a minaret, to go to the Gentala Arasy Museum tourists can go through the Gentala Arasy bridge which stretches from Ancol to Sebrang Jambi city so that tourists can enjoy the Batanghari River through the bridge and is usually used by tourists to take photos as a memento in addition to using the bridge for access to the Gentala Arasy museum can also use transportation. It can be seen that data on the number of tourist visits from 2017 to 2021 continues to increase the number of tourists.

Tabel 1. Number of Tourist Visits Gentala Arasy Museum Jambi

Year	Number of Tourists
2019	29.875
2020	58.399
2021	236.356

Source: Management of Gentala Arasy Museum

Based on table 1.1 above, the number of tourist visits to the Gentala Arasy Museum has increased in 2021 because after the Covid-19 pandemic, tourists who have begun to get bored at home travel to tourist attractions, one of which is to Gentala Arasy. However, the large amount of tourist interest has not been supported by adequate

facilities. One of them is access to the Gentala Arasy museum through the bridge, there are so many old street vendors who sell without rules so that it seems shabby, the lack of maintenance of lights on the Gentala Arasy bridge and at the Gentala Arasy Museum also affects the attractiveness of the tourist attraction that is the icon of Jambi City.

Based on this presentation, we can see that the Gentala Arasy Museum is an interesting tourist attraction to visit, and good management is needed so that tourists who come are amazed and get a good memory of the Gentala Arasy Museum.

Identify the Problem

Based on the problems contained in the background above, the author identifies these problems as follows:

1. Does the Tangible dimension of service quality affect the level of tourist visits?
2. Does the Reliability dimension of service quality affect the level of tourist visits?
3. Does the responsiveness dimension of service quality affect the level of tourist visits?

4. Does the assurance dimension of service quality affect the level of tourist visits?
5. Does the Empathy Dimension of service quality affect the level of tourist visits

LITERATURE REVIEW

Promotion is a one-way flow of information or persuasion that is made to direct a person or organization to actions that create demand ((Basu Swastha dan Irawan, 2006), Promotion is a special ingredient of advertising, personal sales, sales promotion and public relations that the company uses to achieve its advertising and marketing objectives (Kotler & Keller, 2009).

According to Law No. 10 of 2009 on Tourism, tourism is "a wide range of tourist activities and is supported by facilities and services provided by local communities, fellow tourists, governments, local governments and entrepreneurs" (Al-Akbar,2018)
"Tourism is a travel activity carried out temporarily from the original place of residence to the destination area for reasons not to settle or earn a living but only to fulfill curiosity, spend leisure

time or holidays and other purposes" (Pendit,2002).

RESEARCH METHOD

This research method uses quantitative data, and qualitative data. Qualitative data is a research procedure that produces data in the form of written and spoken words of people and observed behavior. While quantitative data, namely by grouping answers from responses that have been filled out through questionnaires according to the criteria in each respondent's answer.

Types of Data

The data related to this study are:

a. Data Primer

Primary data is data obtained and collected by the researcher himself directly from the object under study in verbal form and words spoken orally. The questionnaire presented is by using Microsoft Excel. Meanwhile, to find out the expectations of tourists on the quality of service, the choice and weight of the answer value are as follows:

5 = Very Important

4 = Important

3 = Nervous

2 = Not Important

1 = Very Unimportant

To find out the reality of the service received by tourists, the choice and weight of answer values are as follows:

5 = Very Important

4 = Important

3 = Nervous

2 = Not Important

1 = Very Unimportant

b. Data Sekunder

Secondary data is data obtained by research results that have been published such as references, information, libraries, and various other data sources.

Data Collection Techniques

The steps that must be taken in data collection are as follows:

1. Interview, namely with questions and answers with related parties to obtain data and information related to the problem studied. In this data collection, the author conducted a direct interview with the management of the Gentala Arasy Museum to find out about proper management.

2. Observation, observations made in this study, namely directly observing parts of the attractions in the Gentala Arasy museum, to obtain data related to the management of religious tourism attractions, especially in Jambi

3. Documentation, the method of documentation carried out is to look for data in the discussion of this research, in the form of articles about the Gentala Arasy museum as additional material.

4. Questionnaire, which is data collection by distributing a list of questions that have been arranged in such a way as respondents for tourists of the Gentala Arasy Museum.

Technical Data Analysis

The collected data is recorded and processed using a computer. The results will be presented in table form and then analyzed quantitatively descriptively. The known formula to determine the level of respondents' compatibility between expectations and reality is calculated with the formula:

Note:

TKI = Respondent suitability level
Xi = Manager Performance assessment score
Yi = Importance assessment score

The value of the respondent's level of suitability that must be met on the cleanliness and neatness of the building is 100% if the figure is not met or not achieved, then it cannot be said that there is a gap because the performance of officers has not met the expectations of tourists. And in writing this data also the author uses qualitative data analysis techniques.

The qualitative method used in writing this report will explain the discussion in research in conducting research on the Gentala Arasy museum by making direct observations to the bridge and to the Gentala Arasy museum by conducting interviews with museum administrators to ask directly about the condition of tourist attractions.

RESULTS AND DISCUSSION

Results

A museum with good maintenance starting from exhibits which is displayed as attractively as possible so that an interior space that is designed as well as possible can be applied to an

Al-Quran Museum so that the exhibits look so very valuable and very valuable (Rumadin,2021).

Gentala Arasy Museum is a tower with a background of 1,290 m². Covering an area of 3,216 square meters, the tower height is about 80 meters with a substructure using a drill file with a depth of 18 meters. The tower structure uses a pouring concrete depth of 18 meters. The structure of the building is made of concrete 25 cm thick with GRC Panel covering, the area of the inner building (Museum) is 652 m² In addition, there is a balcony accessible by a 25-meter elevator.

In the basement of the building there is a mini theater room and storage warehouse, and there are 5 clock units in the tower. Each of the 5 units is at a height of 70 meters and a diameter of 3 meters and each of the 2 units is at a height of 30 meters and a diameter of 1.2 meters. All of the above figures are not only decorative, but also have philosophical symbols. The word "Gentala" itself is a combination of the two words Genta and Tala. Genta means metal musical instrument, while Tuning is a tool to harmonize the notes of the acronym of the two words, which is interpreted as a harmonious guide to

sound. Although the word "Arash" is the highest throne, Gentala Arasy is a beautiful word meaning "to make Uma have to hump, and Ruku according to the term time is prone to the highest position of the voice of the Guide of Allah SWT.

The Gentala Arasy Museum is also expected to be a peace of inspiration and ideals. In a hopeful soul, the distance that must always exist between prayer and effort is not discouraged. The establishment of the Gentala Arrasy Museum itself is in the sky of Jambi, and is expected to inspire people to stand tall in various postures.

The Gentala Museum is divided according to area located among settlements in the Malay Arab neighborhood of Kota Pelayu, Jambi City. The coordinated Gentala Desert Museum is located at 045'-2045 'South Latitude, and the eastern end of 10110'-104 55' is located in a lowland, with an altitude 0-60M higher than that of submarine residents.

Visibility across the Batanghari River from Tanggorajo Park or Jambi Governor's House is approximately 500 meters, and the Gentala Arasy Museum is clearly visible without obstacles⁶¹ Visiting the Gentala Arasy

Museum is relatively easy and practical, with at least 3 protected paths, namely the ship lane and the Pusako lane. Through the protection road we walked on the bridge to Gentala Arasy, of course the height of 20-30 meters (average current) from the undulating surface of the Badanggari River is very good. Along the 532 M undriveable track is as large as 4.5 M, natural, comfortable and even quite sensational.

The entrance ticket price of Gentala Arasy Museum is relatively cheap:

Tabel 2. Museum Admission Price

No	Information	Museum Price	Admissio
1	Adult individuals	Rp.3000	
2	Adult Group	Rp.2000	
3	Individual children	Rp.2000	
4	Group children	Rp.1500	
5	Tourists/tourists	Rp.5000	

Source: Management of Gentala Arasy Museum,2022

Gentala Arasy Museum is relatively simple and practical, there are at least 3 Pedesterian routes, namely the Boat route and the Pusako route. Crossing the sidewalk, we cross the bridge to reach the Gentala Alassi Museum, of course it is very pleasant to be 20-30 meters above the ripple level of the Batangas River (average

current). The lane is 532 M long and 4.5 M wide natural, comfortable, and also very eye-catching. A pedestrian bridge with a cable-stayed construction concept supported by two giant pylons has its own atmosphere and attraction at a height of about 532 meters and about 80 meters above sea level.

Other facilities Gentala Arasy Museum (Gentala Arasy) inside the museum room there are about thirty types of Vettering, each interesting collection. There are also many photo frames and poster descriptions of historical figures, which provide information about the development of Islamic teachings in Jambi and its surroundings. There is a room afterwards the theater exhibition hall is designed to provide audiovisual presentations and screenings for visitors to the Arasy Museum of Gentala. In the area of the Arasy Museum of Gentala, the library is divided into four categories: visual space for ancient manuscripts, cultural history, educational history, and audio presentations. The architectural design and layout of the Gentala Arasy Museum from the path of the Park Gate is "Pusako", and at the same time (pointing clockwise to 12), departing

from the Taman boat path Ketek "Megatsari". In the front hall there are the Quran, Mushaf Al-Jambi and Rajo Bedug.

Promotion

According to the Marketing Division of the Gentala Arasy Museum, the promotional strategy used is to offer a pleasant atmosphere, education with elements of religious art and surrounding culture. several appropriate stages are needed to carry out the promotion strategy, namely:

1. Market Segmentation aimed at all timelines ranging from age, region, lifestyle, and income segmentation.
2. The purpose of carrying out promotional activities so that the attraction lasts a long time and introduces its products.
3. The message conveyed with the promotion emphasizes more on the unique museum and surrounding culture
4. Communication media selected using a mix of social media promotions such as TikTok, Instagram, Facebook and websites.

Measuring the results of the promotional mix that has been used is

in a simple way, namely by looking at the general number of tourist visits through ticket sales to the Gentala Arasy Museum. Whether or not the number of tourist visits increases is considered sufficient to represent a measure of the success of the promotions that have been carried out.

Quality of Service in the management of Tourist Attractions to increase tourist visits

a. Tangible

The dimension of direct evidence on service quality in this study is the appearance of buildings, such as; cleanliness and tidiness of buildings, cleanliness of public facilities and the use of modern technology. Every year there is an increase in this dimension, such as repair, construction and routine maintenance of buildings and facilities and facilities in the Gentala Arasy museum. Construction carried out to add to existing buildings such as the construction of public facilities, such as; public toilets, and prayer rooms. This is done in order to build. looks new and still interesting. In detail, improving the quality of service in facilities and infrastructure can be seen in table 4.1 below

Tabel 1.3 Improvement of Facilities and Infrastructure Museum Gentala Arasy Year 2020-2022

2020	2021	2022
New building:	New Building:	New Building:
Mosque	Art Performance Room	Souvenir Shop Post Security Canteen
Bug Fixes:	Bug Fixes:	Bug Fixes:
Re-checking the museum room	Fiber roofs that have begun to break and break	Lights in Gentala tower The floor of the museum's entrance is starting to peel off

Source: Management of Gentala Arasy Museum ,2022

Reability

The dimensions of reliability in service quality in this study are punctuality of service, a short queuing system and equal treatment of all tourists. Service times or opening and closing hours of the Gentala Arasy museum are carried out by counter officers always on time. If the officer is unavailable, other officers will help, such as; janitor, so there is no delay in service time.

Responsiveness

The dimension of responsiveness in service quality in this study is the ability of officers to convey information, delivery of information quickly and the ability to respond to complaints.

The information delivery system at the Gentala Arasy museum is still manual, both to fellow officers and to tourists. Communication aids such as walky talkies, loudspeakers and audio-visual media have not been used. Useful information centers that help receive and deliver information also do not exist. Information tools and information centers can actually facilitate and help speed up the delivery of information.

Responding to traveller complaints also requires communication aids and a place or container to raise complaints.

Assurance

The dimensions of responsiveness on service quality in this study are the attitude and ability of convincing officers, good attitudes and treatment from officers from tourists, and tourists gaining historical and cultural insights after making a visit. The delivery of historical insights is only done by a tour guide (1 person). In contrast to

guarding which in its implementation can be assisted by other officers.

Tour guides do tourists well, by not specifying, asking or demanding to be paid for the services provided only providing a charity box in the museum for the construction of the Gentala Arasy Museum.

Empathy

The dimension of responsiveness in service quality in this study is assessed through; Sincere attitude and ability of officers, willingness to serve from officers to tourists.

Satisfaction and Gap Management

Tangible

The results respondents' assessment of the cleanliness and neatness are 27 respondents or 67.5% stated very important, 13 respondents or 32% stated important, 0 respondents or 0% respondents stated doubtful, unimportant and very unimportant. While the highest rating score reached 130 at the expectation level, travelers rated expectations on this factor as very important. The results of respondents' assessment of the cleanliness of public facilities shown in table 4.3 are: 26 respondents or 65% stated very important, 14 respondents or 35% stated important, 0 respondents or 0%

stated doubtful, unimportant and very unimportant. While the highest rating score reached 130 at the expectation level where travelers rated expectations on this factor as very important.

The results of respondents' assessment of modern technology shown in table 4.2 are; 29 respondents or 72.5% stated very important, 11 respondents or 27.5% stated important, 0 respondents 0% stated doubtful, unimportant and very unimportant. While the highest rating score reached 145 at the expectation level, travelers rated expectations on this factor as very important, the conformity level value obtained at 95.5% means that the officer's performance is classified as very good in meeting the expectations of tourists. Modern technology has not been applied so that it is only able to provide satisfaction to tourists by 90.4% of tourists expect the application of modern technology at the Gentala Arasy Jambi Museum. This application can be in the form of LCD TVs that tell the history of making the Gentala Arasy museum repeatedly, the application of modern technology can reduce bad and very bad ratings by tourists on the performance of officers, to increase tourist satisfaction.

Realibility

The dimensions of reliability in the manager's efforts to increase tourist visits in this study include punctuality of service, a short queuing system and the same behavior to all tourists. The level of performance or importance of 40 respondents to the dimension of reliability (reability) at the Gentala Arasy museum. While the highest rating score reached 112 at the level of performance, where tourists can rate performance on this factor as good.

While the highest rating score reached 135 at the level of expectation where travelers rated this factor as very important. The frequency of expectations or interests of 40 respondents towards the importance of the queuing system shortly was: 20 respondents or 50% stated very important and important, 0 respondents or 0% stated doubtful, unimportant and very unimportant. While the highest rating score reaches 100 at the level of expectations, travelers have a very important factor.

Ticket sales by counter staff are assisted by cleaners to always be right in serving so as to provide satisfaction to tourists by 91.9%. The conformity rate score in the queuing system was

not long obtained at 94.4%, meaning that the officer's performance was good in meeting the expectations of tourists.

Responsiveness

The dimension of responsiveness in respondents or 27.5% stated very good, 29 respondents or 72.5% stated good, 0 respondents or 0% expressed hesitation, not good and very unkind. While the highest assessment score reached 116 on Performance level, where travelers rate performance on this factor as good. Expectations or interests of 40 respondents on the ability to convey information is; 28 respondents or 70% stated very important, 12 respondents or 30% stated important, 0 respondents or 0% stated doubtful, 0 respondents or 0% stated not important, 0 respondents or 0% stated very unimportant.

Officers have been responsive in conveying information needed by tourists, but have not been accommodated and facilitated so that the ability to convey information provides satisfaction to tourists by 90.9%. If the performance of officers is accommodated and facilitated, for example using telecommunication aids and given training Increase tourist satisfaction. The

value of the level of suitability of information is delivered quickly obtained by 92.9%, meaning that the performance of officers is classified as good in meeting tourist expectations, information can be delivered quickly and is able to provide satisfaction to tourists by 92.9%.

Assurance

The dimensions of assurance in the efforts of the management of the Gentala Arasy Museum to attract tourists to visit in this study include: the attitude and ability of officers who convince, gain cultural and historical insights, and good attitudes and treatment. Be; 15 respondents or 37.5% stated very good, 25 respondents or 62.5% stated good, 0 respondents or 0% expressed doubt, not good and very unkind. While the highest assessment score reaches 100 at the performance level, where travelers rate performance on this factor as good.

The results on frequency of expectations or interests of 40 respondents towards the attitude and ability of convincing officers is 30 respondents or 75% stated very important, 10 respondents or 25% stated important, 0 respondents or 0% stated doubtful, unimportant and very unimportant. While the highest rating score reached 150 at the level of

expectation where travelers rated this factor as very important.

The value of the level of suitability of the attitude and ability of convincing officers was obtained at 92.1%, meaning that the officer's performance was classified as good in meeting tourist expectations so as to provide satisfaction to tourists by 92.1%.

Empathy

The dimensions of empathy on management satisfaction and gaps in this study include: sincere attention, sincerity in responding to needs and willingness to serve. The level of performance or importance of 40 respondents to the dimension of Empathy (empathy) at the Gentala Arasy Museum. The results of respondents' assessment of genuine concern are; 14 respondents or 35% stated very good, 26 respondents or 65% stated good, 0 respondents or 0% stated doubtful, unkind and very unkind. While the highest score reached 104 on the performance level, travelers rated performance on this factor as good.

The value of the level of suitability of genuine attention obtained at 96.1% means that the officer's performance is classified as good in meeting the expectations of tourists. The staff gives sincere attention by not

charging fees other than tickets for each service, but the tour manager provides a charity box inside the attraction. The level of sincerity in responding to the needs obtained is 96.2%, meaning that the performance of officers is classified as good in meeting the expectations of tourists. The officer does not charge any other fees other than tickets for each use of existing facilities so that sincerity in responding to needs is able to provide satisfaction to tourists by 96.2%. Based on the previous description, the recap of performance results and management expectations of satisfaction and gaps in the dimensions of tangible, Reliability, Responsiveness, Assurance and Empathy at the Gentala Arasy Jambi Museum. The highest number is obtained in the element of Assurance, namely good attitude and treatment with a value of 96.6%.

This needs to be maintained. The lowest number is obtained in the element of responsiveness, with a value of 85.1%, this needs the attention of other elements. Other values are at 90.4% to 95.5%, this needs to be improved.

CONCLUSIONS

Based on the previous description, it can be concluded as follows: (1). The suitability of the

Tangible factor, namely the Gentala Arasy Museum in terms of improving the quality of services, such as buildings, facilities and infrastructure, at a level value of 95.5%, shows that the performance is classified as very good.

(2). Responsiveness, Responses to complaints received the lowest score only reaching a value of 85.1%, meaning that the officer's performance was good, but there are still things that can be improved in responding to complaints such as providing criticism and suggestion boxes and contact numbers that can be contacted to submit complaints. (3) Assurance, after a visit to the Gentala Arasy Museum, tourists gain historical and cultural insights, this affects the assessment of the assurance element which reaches a kindergarten value of 92.1%. This value shows the achievement of service satisfaction (4). Empathy, Gentala Arasy Jambi Museum is a religious tourism, this affects where officers serve with sincerity so that they can achieve a satisfaction level of 92.1%. Other supporting facilities and canteens currently managed or presented by the surrounding community are expected to be

integrated with the management of the Gentala Arasy Museum.

REFERENCES

- Brata, K. C., Brata, A. H., & Pramana, Y. A. (2018). Pengembangan Aplikasi Mobile Augmented Reality Untuk Mendukung Pengenalan Koleksi Museum. *Jurnal Teknologi Informasi Dan Ilmu Komputer (JTIK)*, 5(3), 347–352
- Hanadya, D. (2009). Kepuasan dan Emosi Pengunjung Situs Archeology Bukit Siguntang terhadap Kualitas Pelayanan. Jakarta. Sekolah Pasca Sarjana Universitas Sahid.
- Hasibuan. (2022). Mengeksplor Situs dan Warisan Budaya Islam yang ada di Museum Gentala Arasy. [link] <https://jamberita.com/read/2022/06/26/5973968/mengeksplor-situs-dan-warisan-budaya-islam-yang-ada-di-museum-gentala-arasy>.
- Kotler dan Keller. (2009). *Manajemen Pemasaran*. Jilid I. Edisi ke 13. Jakarta: Erlangga.
- Laffan, M. (2016). *Sejarah Islam di Nusantara*. Bentang Pustaka.
- Pendit, N. S. (2002). *Ilmu Pariwisata: Sebuah Pengantar Perdana*. Jakarta: Pradnya Paramita.
- Pengurus Al-Qur'an Al-Akbar. (2018). *Profil Al-Qur'an Al-Akbar*. Palembang Undang-undang No.10 Tahun 2009 Tentang Pariwisata.
- Rumadin, T.Y. (2021). *Museum Al-*

Quran Indonesia.
<https://media.neliti.com/media/publications/243397-museum-al-quran-indonesia-museum-of-indo-bdb6691e.pdf>.

Sakti. (2017). Museum Sebagai Sumber belajar.
<https://sektiadi.staff.ugm.ac.id/2017/05/museum-sebagai-sumber-belajar/> diakses 10 Januari 2022.

Septiarani. (2011). Museum Gentala Arasy.
<https://www.tribunnewswiki.com/2021/09/07museum-gentala-arasy>.

Swastha, B dan Irawan, (2006), Manajemen Pemasaran Modern, Liberty, Yogyakarta

Wibisono, I. P dkk. (2022). Perancangan Museum Sejarah Islam di Lampung.
<http://repository.lppm.unila.ac.id/26645/1/JURNAL%20INTIYAS%20PANGESTU%20WIBISONO.docx.pdf>.