

Wellness Trip Audio Guidebook Development to Discover Museum Potential as Wellness Tourism Destination

Swastono Putro Pirastyo¹, Adryans²
{swastono.putro@gmail.com¹, adryans851001@gmail.com²}

Politeknik Negeri Media Kreatif, Jakarta^{1,2}

Abstract. Wellness tourism is one of the four priorities for development identified by the Indonesian Tourism Ministry for 2024. Typically associated with resorts, spas, and sports, wellness tourism aims to enhance both physical and mental health through various activities. This raises the question: are there alternatives to wellness tourism beyond resorts? This study builds on a preliminary investigation titled Museum Sebagai Inovasi Destinasi Alternatif Wellness Tourism, focusing on developing a media prototype that facilitates wellness experiences in museums. The research employs a research and development methodology, culminating in a testable prototype of a Wellness Trip Audio Guidebook. This prototype has been tested on a limited scale with a sample of tour guides to explore the potential for implementing wellness tourism applications within museum settings.

Keywords: Audio Guidebook, Wellness Tourism Alternatives, Museums, Alternative Tourism, Innovation

1. Introduction

The tendency to choose quality tourism is one of the considerations for tourists to travel after the pandemic. This means that there is a shift in the trend of tourism travel in Indonesia, from mass tourism to quality tourism. Quality tourism means that tourists get benefits during their travel. One form of tourism that brings benefits to tourists is wellness tourism. Wellness tourism is predicted to be one of the trends in Indonesian tourism in 2024 besides Bleisure, Deep and Meaningful, and Set-Jetting [1]. Even though the price to conduct such a service also arises. This can be bad news for tourists, especially for millennial tourists because millennials are price-sensitive [2]. In general, wellness tourism destinations are in the form of spas or resorts. The growth of wellness tourism is also generally rampant, especially in the main destination areas of Indonesia such as Bali, Central Java, and Yogyakarta [3]. However, are the wellness tourism destinations only found in the form of resorts and spas? Is there any activity instead of massage and spas? Because millennials also cherish for variety of activities along with the novelty of experiences when traveling for wellness

[2]. The preliminary research found that theoretically wellness tourism can be done in museum destinations, with the aspects being physical, spiritual, and intellectual as the target [4]

The physical aspect in question is physical activity in the form of walking, the spiritual aspect is in the meaning of life values through the introduction of the history of the development of the city of Jakarta, while the intellectual aspect itself is in the form of increasing knowledge about the history of the development of Jakarta [4]. The fulfillment of these three aspects is targeted through an audio guidebook for a wellness trip at the Jakarta History Museum, which is the main output of this study. It is hoped that with this wellness trip audio guidebook, visitors can feel the sensation of wellness, without having to specifically take the time to visit a spa or resort.

1. Literature Review

2.1 Museum

Museums are buildings used as permanent showrooms for attention-deserved items, like historical items, arts, and science [5]. Based on the preliminary research about museums, this study is crafted for Museum Sejarah Jakarta [4]. The main considerations for choosing Museum Sejarah Jakarta are the cultural basis of the collection items, the size of the museums, and the atmosphere of the museum itself.

2.2 Wellness tourism

Wellness tourism can be defined as a trip activity to seek an alternative to keep and increase health and wealth [6]. Wellness tourism activity can be divided into two activity groups, which are active and passive activity. Active activities are wellness-enhancing activities like yoga, massage, fitness, etc and passive activities are conditions where tourists come to wellness destinations just to enjoy the view and the facility to raise health [7]. This study aims to develop passive wellness activity when tourists visit museums using audio guidebook media.

2.3 Wellness tourism dimensions who can adapt to museum

Smith (2009) highlights the main principle of wellness into four items, there are 1) Wellness is multi-dimensional, 2) Wellness research and practice should be oriented towards identifying, causes of wellness rather than the cause of illness, 3) Wellness is about balance, 4) Wellness is relative, subjective or perceptual (7). Based on the principle above, we can see that the main target of wellness activity is mostly psychological. So, this study tries to aim at the psychological aspect by using a wellness digital audio guidebook to guide tourists while visiting museums. By guiding tourists using wellness audio guidebooks hopefully, tourists will gain health improvement in three aspects, there are physical, spiritual, and intellectual.

2.4 Audio Guidebook

Audio guidebooks are audio tracks that have the main function of describing relevant visual information. Basically, the audio guidebook assumes that listeners cannot find the main description of any visual media, and aims to help low visibility people [8]. However, the general purpose of an audio guidebook can be enlarged to a wider benefit depending on the need. As information, Indonesia sits in 2nd place as the largest podcast user in the world after Brazil. And total of 35,6% of podcast users are between ages 16-64 [9]. This became a great base for developing a wellness audio guidebook in the form of podcasts alike.

2 Research Methods

This study uses the research and development method. Research and development were used to develop the new concept of an audio guidebook which was specially designed to create a wellness trip experience. The research basis used in this study is based on the preliminary study titled *Museum Sebagai Inovasi Destinasi Alternatif Wellness Tourism* as primary data. Data collection was carried out using observation instruments, interviews, literature studies, and documentation. The prototype steps used six steps of testing including 1) focus group discussion, 2) revision, 3) expert validations, 4) revision, 5) personal testing, and 6) limited sample testing [10]. The data gained from preliminary research and observation includes stages of collection mapping, the spatial layout or collections exhibit, and the theme list of the collection. The product development stage is 1) determining the visit route, 2) compiling audio transcripts, and 3) determining the audio concept. In this product development stage, the prototype of the wellness audio guidebook was created. The testing stages conducted for this study are focus group discussion, revision, and validation by the expert. And for others testing stages, because of the study limitations, will be conducted in the next study.

3 Result and Discussion

Data observed from preliminary research mentions several findings, there are 1) the museum has to have large enough space to do such a light walking activity, 2) the museum with cultural and or historical as the main collections, 3) the showing exhibit has enough information about items shown, and 4) the museum situations have to quiet enough and one of the museums fulfill the needs is Museum Sejarah Jakarta [4] The observations focus on several aspects, there are the display of collections, physical conditions, informative and pleasant services, and activities in the museum [11]. Based on the preliminary research and observations was made produced the following data:

- a. The museum can be divided into several zones, based on the collections in the museum's exhibition rooms.
- b. Determination of the sweet spot of each zone based on the prominent collections. This can be used as a basis for determining a collection as the main material in the compiled audio guidebook.
- c. The estimated time obtained from the implementation of standard visits is used as a benchmark for developing the duration of the audio guidebook.

Mapping based on observation results, it was determined that the zoning was divided into 4 large zones, namely 1) prehistoric collection, 2) VOC development collection, 3) VOC occupation degradation collection, and 4) VOC end collection. Based on the division of these zones, a travel route was designed as explained in the graph below:

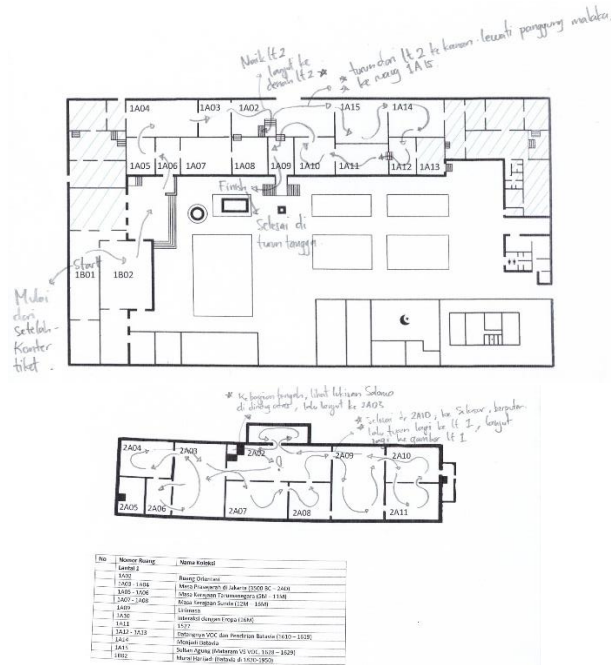


Fig 1. Draft Trip Route Development

The results of the Focus Group Discussion (FGD) obtained data in the form of determining a draft narrative for each zone as follows:

Table 1. 1st Zone - Prehistoric Zone

No	Room Number	Collection Name	Time (In minute)	Narration Concept
1	1B02	Mural Harijadi	3	- <i>Pembukaan</i> (Opening) - <i>Salam</i> (Greeting) - <i>Penjelasan Audio Guide Book</i> (Audio Guidebook Explanation)

				-	<i>Sasaran dan Tujuan Audio Guide Book</i> (Audio Guidebook aim and target)
2	-	Halaman Menuju ke Pintu Masuk Museum	2	-	<i>Instrumen musik mengalun sendu</i> (Musical instruments play softly)
3	1A05 - 1A06	Masa Kerajaan Tarumanegara	3	-	<i>Mengarahkan ke pintu masuk</i> (guiding to entrance)
				-	<i>Narasi Sejarah Tarumanagara</i> (Tarumanagara History Naration)
				-	<i>Narasi mengantarkan masuk ke kerajaan TarumaNagara</i> (entrance narration)
				-	<i>Cerita sekilas mengenai prasasti Tarumanagara</i> (Brief story about the Tarumanagara inscription)
4	1A04 - 1A03	Masa Prasejarah di Jakarta	4	-	<i>Mengingatikan mengenai kehidupan sederhana pada jaman prasejarah</i> (Reminiscent of simple life in prehistoric times)
				-	<i>narasi mengingatkan kembali, pentingnya kehidupan sederhana sebagai awal mula kehidupan</i> (the narration to reminds us of the importance of a simple life as the beginning of life)
				-	<i>Ditutup dengan kebudayaan buni yang sederhana</i> (Closed with simple Buni culture)
5	1A02	Transit menuju ke lantai 2	2	-	<i>Instrumen musik mengalun sendu</i> (Musical instruments play softly)
				-	<i>Mengarahkan ke tangga lantai 2</i> (directed to 2 nd floor)
14					

Source: Personal Documentation

In zone 1, the emphasis is targeted as a warm-up. Warm-up is needed before the tourist respondents carry out travel activities according to the predetermined route. Warm-ups are useful for targeting physical and mental readiness. Warm-ups are aiming to serve four primary purposes, 1) Mental readiness, 2) Physical readiness, 3) Injury prevention, and also 4) Performance enhancement [12]. This zone, which functions as a warm-up, is packaged to have a soft background, to start a reflection that is not too deep, so that tourists get calm first and can get used to the existing rhythm [13].

Table 2. 2nd Zone - VOC Development Period Collection

No	Room Number	Collection Name	Time (In minute)	Narration Concept
1	2A02	Lobby Lantai 2	3	<ul style="list-style-type: none"> - <i>Meningatkan pada lukisan Solomon pada dinding atas, refleksi kisah Keadilan Salomo</i> (Reminiscent of the Solomon painting on the upper wall, a reflection of the story of Solomon's Justice) - <i>Refleksi mengenai ketulusan hati dan mengalah</i> (Reflections on sincerity and giving in) - <i>Lanjut ke Dari Batavia Ke Jakarta</i> (Continue to From Batavia to Jakarta)
2	2A03	Anggota Dewan Kota Praja, Dari Batavia ke Jakara	8	<ul style="list-style-type: none"> - <i>Cermin besar, sekilas berhenti untuk melihat refleksi diri, bagaimana posisi kita dalam lingkungan sosial.</i> (Large mirror, stop at a glance to see our reflection, how we stand in the social environment) - <i>Menceritakan sekilas mengenai lahirnya undang-undang dari sebuah pembahasan di meja bundar yang utuh tanpa sambungan</i> (Tells a glimpse of the birth of a law from a discussion at a complete round table without connection) - <i>Menuju sisi kiri (ruang A205), menceritakan kisah bagaimana perpaduan kebudayaan bisa menjadi sebuah kebudayaan baru (perpaduan betawi, china dan arab) tercermin dari pakaian khas pernikahan</i> (Towards the left side (room A205), tells the story of how a combination of cultures can become a new culture (a combination of Betawi, Chinese and Arabic) reflected in typical wedding clothes) - <i>Kembali ke ruang tengah, lalu menuju ke sisi ujung kiri (ruang 2A04)</i> (Return to the middle room, then head to the left end (room 2A04))

3	2A07 - 2A08	Lahirnya sebuah kota & Ommelanden	6	<ul style="list-style-type: none"> - <i>Ruang 2A04, sekilas memahami dan memaknai lahirnya, perkembangan dan pertumbuhan kota jakarta, kaitkan dengan pertumbuhan diri dan proses yang dialami untuk sampai ke posisi saat ini (refleksi).</i> (Room 2A04, briefly understand and interpret the birth, development and growth of the city of Jakarta, relate it to personal growth and the process experienced to get to the current position (reflection)) - <i>Berbagai furnitur yang digunakan di jaman VOC, refleksi dari berbagai bukti pelaksanaan dan penggunaan furnitur (Keramik, meja kursi, dsb).</i> (Various furniture used during the VOC era, a reflection of various evidence of the implementation and use of furniture (ceramics, tables and chairs, etc.). - <i>Disini waktu untuk sejenak menurunkan tensi, mengatur nafas, dan melihat berbagai bukti hasil perkembangan kebudayaan melalui furnitur dan pecah belah. Ruang ommlelanden, ceritakan bagaimana sebuah kebudayaan dapat lahir dari dukungan orang2 yang terpinggir, namun memiliki peran dalam perkembangan kebudayaan (sejarah kebudayaan cina, londo ireng,) refleksi bagaimana kita juga sebaiknya memperhatikan bagaiman peran orang di sekitar kita dalam membantu kita berkembang dan bertumbuh.</i> (Here is the time to lower your tension for a moment, catch your breath, and see various evidence of the results of cultural development through furniture and glassware. Ommlelanden space, tell how a culture can be born from the support of marginalized people, but has a role in cultural development (Chinese cultural history, Londo Ireng,) reflection on how we should also pay attention to
---	----------------	--	---	--

				the role of the people around us in helping us develop and grow.)
				- <i>Keluar, menuju ruang 2A02, menyaksikan koleksi pameran pada bagian kanan, (uang koin dan kertas), Refleksi betapa saat ini nilai uang sudah sangat tidak ada harganya. Untuk melanjutkan ke ruang 2A09. (Exit, go to room 2A02, see the collection on display on the right, (coins and paper money), reflection on how currently the value of money is completely worthless. To continue to room 2A09)</i>
4	2A09	Balai Kota	4	<ul style="list-style-type: none"> - <i>Masuk ke ruang balai kota, (2A09) melihat meja di tengah ruangan, yang menjadi saksi bisu bagaimana persidangan dilakukan, dan lemari besar yang menjadi lemari arsip dari berbagai kasus yang sudah terjadi. (Entering the city hall room, (2A09) saw a table in the middle of the room, which was a silent witness to how the trial was conducted, and a large cupboard which was a filing cabinet for various cases that had occurred)</i> - <i>Lanjut ke dinding bagian kanan, cerita perkembangan dan makna dari perubahan bentuk gedung dan pemanfaatannya. (Continue to the right wall, the story of the development and meaning of changes in the shape of the building and its use)</i> - <i>Sebelum meninggalkan ruangan, jalan mengarah ke Lukisan Petrus Albertus van der Parra, yang pada masa kepemimpinannya sangat suka kemewahan, yang mendorong perilaku korupsi yang berkembang pesat pada akhir masa kepemimpinannya. (lagu background yang slow namun cukup tragis). (Before leaving the room, the path leads to a painting of Petrus Albertus van der Parra, who during his leadership was very fond of luxury,</i>

which encouraged corrupt behavior which developed rapidly at the end of his leadership. (slow but quite tragic background song))

Source: Personal Documentation

In zone 2, the emphasis is targeted as core part 1. Core part 1 is the beginning of the core part of the narrative. The emphasis in this part is targeted to start arousing the emotional side by describing the story that is packaged more emotionally. The emotional side is targeted by using a choice of dramatic background sound and a soft audio presentation method with reflection points in each narrative because emotional resonance could directly influence users' sharing intentions and impulsive travel intentions [14].

Table 3. 3rd Zone - a collection of degradation from the VOC occupation period

No	Room Number	Collection Name	Time (In minute)	Narration Concept
1	2A10 - 2A11	Dari Utara ke Selatan - (lanjut ke) Gaya Indis	3	<ul style="list-style-type: none"> - <i>Sejarah kelam suku china dan sejarah VOC, bisa dirangkum dengan gaya musik selow, dan refleksi kejatuhan suatu masa pemerintahan dan juga kejahatan/kekejaman yang terjadi pada etnis cina pada abad 18. (The dark history of the Chinese tribe and the history of the VOC, can be summarized in the style of selow music, and reflects the fall of a period of government and also the crimes/atrocities that occurred against ethnic Chinese in the 18th century.)</i> - <i>Ruang gaya indis, refleksi perubahan gaya furnitur, perubahan gaya arsitektur (dilihat di dinding atas yang menampilkan berbagai gedung dengan gaya yang sejalan dengan desain yang sejalan. (Indic style room, reflection of changes in furniture styles, changes in architectural</i>

				<p>styles (seen on the top wall which displays various buildings with a style that is in line with the design that is in line.)</p> <ul style="list-style-type: none"> - <i>Lanjutkan perjalanan, keluar dari ruang 2A10, lalu ke bagian Balkon.</i> (Continue the journey, exit room 2A10, then go to the Balcony section)
2	Balkon Lt 2	Ruang Balkon Lt2	3	<p><i>Di balkon, arahkan pada pandangan ke jendela tengah, lihat ke bagian luar, dimana lapangan terpampang luas dan pemandangan indah. Namun ironisnya, balkon tersebut adalah lokasi bagi pimpinan VOC menyaksikan pelaksanaan eksekusi pemenggalan kepala para tawanan dengan hukuman mati. (Lagu tragis, suara lonceng gereja, sendu, untuk refleksi bagaimana momen bisa berubah, dan suasana menjadi sangat berbeda).</i> (On the balcony, look at the central window, looking outside, where the field is wide and the view is beautiful. However, ironically, this balcony was the location where the VOC leadership witnessed the execution of beheading of prisoners with the death penalty. (Tragic song, sound of church bells, sad, to reflect on how moments can change, and the atmosphere becomes completely different))</p>
3	2A03	Transit menuju lantai 1	2	<ul style="list-style-type: none"> - <i>Lagu instrumen sendu, tempo santai, untuk refleksi dan mendamaikan suasana setelah penjelasan2 dramatis yang disampaikan sebelumnya.</i> (Sad instrumental song, relaxed tempo, for reflection and to reconcile the atmosphere after the dramatic explanations presented previously) - <i>Melanjutkan perjalanan ke lantai 1, ruang lobby santai untuk menikmati sejenak koleksi pameran di ruang lobby lt 1 (menuju ke 1A15).</i> (Continue your journey to the 1st floor, a relaxing lobby room to enjoy a moment of the collection on display in the 1st floor lobby room (heading to 1A15))

4	1A15	Sultan Agung	2	<ul style="list-style-type: none"> - <i>Lukisan Sultan Agung, menceritakan perjalanan upaya mataram untuk menyerang VOC. Mataram kalah 2x pada penyerangan tersebut, namun tidak menyerah dan tetap berusaha melalui berbagai taktik maupun penyamaran. (Sultan Agung's painting, telling the story of Mataram's efforts to attack the VOC. Mataram lost twice in these attacks, but did not give up and continued to try through various tactics and disguises.)</i> - <i>Lukisan kiri, pertemuan bersama abdi dalem lukisan tengah, pertempuran antara prajurit VOC dan Mataram. (Left painting, meeting with courtiers middle painting, battle between VOC and Mataram soldiers)</i> - <i>Lukisan Kamam, Kyai Rangga (utusan mataram) menyamar sebagai pedagang untuk mengetahui peta kekuatan voc. (Kamam painting, Kyai Rangga (Mataram messenger) disguises himself as a trader to find out the VOC power map.)</i> - <i>Melanjutkan perjalanan ke 1A14 (diiringi instrumen lembut). (Continue the journey to 1A14 (accompanied by soft instruments))</i>
5	1A14	Menjadi Batavia	3	<ul style="list-style-type: none"> - <i>Sekilas ruangan memang tampak kosong, namun terdapat lukisan merah, yang menggambarkan pertumpahan darah demi buah pala, dan perjuangan kemerdekaan melawan penjajah belanda. (At first glance the room looks empty, but there is a red painting, which depicts bloodshed for the sake of nutmeg, and the struggle for independence against the Dutch colonialists.)</i> - <i>Fokuskan pada lukisan, untuk membantu refleksi dimana benda sederhana dapat membawa prahara yang pelik (buah pala, membawa penjajahan), refleksi untuk dapat memahami kondisi, membangun rasa dan sensitifitas terhadap lingkungan terdekat. (Focus on painting, to help</i>

	reflection where simple objects can bring complicated storms (nutmeg, bringing colonialism), reflection to be able to understand conditions, build feelings and sensitivity towards the immediate environment.)
	- <i>lanjutkan ke ruangan 1A12.</i> (continue to room 1A12)

13

Source: Personal Documentation

In zone 3, the emphasis of the audio guide is designed to be dramatic. Dramatic audio guides are expected to increase attention and emotions based on existing conflict points, although there are no significant differences between soothing music and soft rock to heart rate and blood pressure [15] using higher intensity audio hopes to gain a greater effect on visitor concentration [16]. On the other hand, music can engage several brain areas and can be effective in rehabilitating people with depression, and anxiety [17]. However, it is hoped that this emotional increase can be achieved. This aims to increase the effectiveness of the reflection aspect that is expected to emerge. The audio background used to support this emphasis is a dramatic audio narration, with a strong and tragic background song.

Table 4. 4th Zone - Collection of the end of the VOC

No	Room Number	Collection Name	Time (In minute)	Narration Concept
1	1A12	Datangnya VOC dan Pendirian Batavia	3	- <i>Masuk ke ruangan 1A12, kita akan menemukan kapal VOC di tengah ruangan, dilengkapi dengan lukisan jakarta di masa lalu dan kejayaannya. Sebelum melanjutkan ke ruangan 1527, pada sisi kanan terdapat sejarah datangnya VOC di jayakarta.</i> (Entering room 1A12, we will find a VOC ship in the middle of the room, equipped with paintings of Jakarta in its past and glory. Before continuing to room 1527, on the right side there is a history of the arrival of the VOC in Jayakarta.) - <i>Refleksi dimana haus akan kekuasaan bisa membawa penguasaan dan monopoli, dimana monopoli bukannya membawa kesejahteraan namun lebih</i>

				<p><i>kepada persaingan dan tidak meratanya kesejahteraan. (Reflection that thirst for power can lead to domination and monopoly, where monopoly does not bring prosperity but rather competition and unequal prosperity.)</i></p>
2	1A11	1527	3	<ul style="list-style-type: none"> - <i>Masuk ke ruangan 1A11, terdapat meriam cirebon di ruang tengah, dan di sisi kanan terdapat pedang keadilan (pedang yang digunakan untuk melakukan hukuman pancung di depan balaikota). (Enter room 1A11, there is a Cirebon cannon in the middle room, and on the right side there is a sword of justice (the sword used to carry out beheadings in front of the city hall))</i> - <i>Ceritakan bahwa dalam perkembangan daerah, tidak terlepas dari peperangan dan pengorbanan nyawa. kaitkan dengan refleksi bagaimana kita dalam keseharian kita tetap harus berjuang untuk dapat bertahan di tengah kemajuan jaman yang begitu pesat. (Tell us that regional development cannot be separated from war and sacrifice of life. relate it to the reflection on how in our daily lives we still have to struggle to survive amidst the rapid progress of the times.)</i>
3	1A10	Interaksi dengan Eropa	2	<p><i>Ruangan yang cukup gelap, digunakan untuk transisi dan recovery sebelum berpindah ke ruangan pintu keluar. Refleksikan bagaimana seluruh cerita dan sejarah yang terjadi, dapat dimulai dengan adanya interaksi (arahkan ke prasasti padarao, sembari ceritakan sekilas dari sejarah prasasti padarao, perjanjian antara bangsa portugis dan kerajaan sunda), dan konflik berpotensi terjadi apabila adanya ingkar dari salah satu pihak (ceritakan bagaimana portugis gagal memberikan perlindungan terhadap kerajaan sunda, sehingga kerajaan sunda diserang oleh kesultanan demak dan terusirnya portugis</i></p>

				<p><i>dari sunda kelapa di tahun 1527</i>). (The room is quite dark, used for transition and recovery before moving to the exit room.</p> <p>Reflect on how all the stories and history that occurred, can begin with interaction (point to the Padarao inscription, while telling a glimpse of the history of the Padarao inscription, the agreement between the Portuguese and the Sundanese), and conflict has the potential to occur if there is a disobedience from one of the parties (tell how the Portuguese failed to provide protection to the Sunda kingdom, so that the Sunda kingdom was attacked by the Demak Sultanate and the Portuguese were expelled from Sunda Kelapa in 1527).)</p>
4	1A09	Linimasa (Akhir Perjalanan)	4	<ul style="list-style-type: none"> - <i>Arahkan pada dinding sisi kanan, dimana tergambar timeline lengkap sejarah perkembangan jakarta</i>. (Point to the right side wall, where a complete timeline of the history of Jakarta's development is depicted.) - <i>Refleksikan perjalanan hidup kita, sejauh mana kita telah melangkah hingga sampai pada saat ini</i>. (Reflect on our life journey, how far we have come to reach this moment.) - <i>Ajak pendengar untuk bersyukur dengan pencapaian yang telah diraih</i>. (Invite listeners to be grateful for the achievements they have achieved.) - <i>Tutup perjalanan dengan ucapan terima kasih semoga refleksi perjalanan kunjungan museum dapat meningkatkan rasa syukur dengan apa yang sudah kita raih saat ini</i>. (Close the trip with a thank you. We hope that reflection on the museum visit can increase our sense of gratitude for what we have achieved so far)

Zone 4, emphasis on reducing tension and tension of the audio guidebook. Decreasing the tempo, choosing a background song that is back to being sad and calm, and presenting the story more wrapped in reflection are aimed at bringing back calmness to the listener, this is related to suggesting that listening to slow-tempo music can bring benefits to the effectiveness of processing [18]. This decrease in tempo functions as a cooling phase [19]. The cooling phase is needed so that physically and emotionally tourists can summarize all activities into a complete experience. Based on the zoning above, the visit flow is then determined based on the following room sequence:

Table 5. Wellness Trip Visit Routes

Route Alignment	Room	Collection Names
1	1B02	Mural Harijadi (Batavia di 1820-1950)
2	1A06 – 1A05	Masa Kerajaan Tarumanegara (5M – 11M)
3	1A04 – 1A03	Masa Prasejarah di Jakarta (3500 BC – 2AD)
4	1A02 (Transisi ke lantai 2)	Ruang Orientasi
5	2A02	Kalapa – Jakarta
6	2A03, 2A04, 2A06	Dari Batavia ke Jakarta, Orang Betawi – Orang Jakarta
7	2A07	Lahirnya Sebuah Kota
8	2A08	Kampung – ommelanden
9	2A09	Balai Kota
10	2A10	Kehidupan Indis
11	2A11	Dari Utara ke Selatan
12	Balkon	
13	2A02 (Transisi ke lantai 1)	Kalapa – Jakarta
14	1A15	Sultan Agung (Mataram VS VOC, 1628 – 1629)
15	1A14	Menjadi Batavia
16	1A12	Datangnya VOC dan Pendirian Batavia (1610 – 1619)
17	1A11	1527
18	1A10	Interaksi dengan Eropa (16M)
19	1A09	Linimasa

Source: Personal Documentation

The entire travel experience is designed to be enjoyed by tourists for 60 minutes. During a 60-minute walk, depending on the speed and weight, tourists will burn between 240 - 723 calories [20]. 60 minutes of walking can gain benefits in decreasing the risk of chronic health conditions such as high blood pressure, high cholesterol, diabetes, cancer, obesity, arthritis, and depression [21]. This follows the statement of the source, where the average visit time spent for tourists aged

25-50 years is around 60 minutes, although it is commonly found that most visitors just spend their time between 14 - 30 minutes in a museum exhibit [22].

4.1 Narration Concept Development

Based on the interview results, the following core points were obtained as considerations for developing the narration draft:

- a. For visitors to enjoy their visit using this audio guidebook, it is attempted to visit at a time when it is not crowded and the museum is relatively quiet. Based on information from the informant, relatively quiet museum visiting hours are generally found on weekdays in the morning when the museum opens, and in the afternoon when the museum is about to close.
- b. Emphasis is needed on the core aspects that are to be targeted. Failure to identify the point of interest of the museum can affect the interest of tourists to spend their time visiting the museum because there is an important need to initiate interesting exhibitions, programs, innovations, and fun things to do to increase visitors' experience [23]. Another impact that may arise from the failure to identify the core aspects to be conveyed is the potential length of the final duration of the resulting audio guidebook. Ideally, audio tracks for each collection guide are no longer than two minutes [24].
- c. The age of the target audience needs to be considered carefully. Based on the findings above, an example of a narrative draft that was developed is as follows:

The draft narrative is developed as a non-monotonous explanation and still considers the balance between the information conveyed and the fulfillment of the targeted wellness aspects. For example, the determination of points of interest such as in the narrative of the Prehistoric Collection in Jakarta, with the Buni Civilization Collection, as follows:

“Di ruangan ini, kita dapat melihat, betapa sebuah kehidupan dimulai dari sebuah kesederhanaan.

Hiruk pikuk kota, ataupun kemajuan teknologi, yang kita nikmati saat ini, bermula dari berbagai alat-alat penopang kehidupan yang begitu sederhana.

Segala kesibukan dan rutinitas kita, terkadang membuat kita lupa, bahwa di jaman dulu tidak diperlukan berbagai hal yang rumit untuk membuat segala sesuatu bekerja.

Mari sejenak kita beristirahat dari segala rutinitas kita, dan sejenak menyelam ke masa lalu, menuju kehidupan yang sederhana, yang tidak melelahkan seperti pada masa kebudayaan buni.”

(In this room, we can see how life begins with simplicity. The hustle and bustle of cities, or the technological advances that we enjoy today, started from various simple life-supporting tools. All our busy lives and routines sometimes make us forget that in the past we didn't need complicated things to make things work. Let's take a break from all our routines for a

moment, and dive into the past for a moment, towards a simple life, which is not as tiring as in the time of Bunian culture.)

In the narrative above, it is clearly illustrated that the Point of Interest of Buni culture is the emphasis on the aspect of "simplicity". While the wellness aspect used to invite visitors to reflect is in the sentence "let's take a break from all our routines", which has an affirmative tone to invite visitors to take a break from their daily activities. Another example of narrative development by paying attention to the point of interest aspect of the collection, which is also combined with the wellness aspect, is in the explanation of the collection in the Birth of a City room as follows:

“Sama seperti namanya, benda-benda di ruangan ini menjadi saksi kelahiran sebuah kota. Silahkan ambil waktu anda sejenak untuk menikmati karya yang seolah begitu abadi. Pada ruangan selanjutnya, mari kita lihat, bagaimana kebudayaan yang juga tumbuh di daerah pinggiran, dengan berbagai bukti peninggalan sejarahnya. Berbeda dengan bagian sebelumnya, dimana kebudayaan barat menjadi yang utama, pada ruangan ini percampuran kebudayaan terjadi begitu nyata.

Ada orang jawa, ada orang makassar, ada kelompok mardeiker, ada kelompok tionghoa, dan beragam etnis lain berinteraksi dan menghasilkan kekayaan kebudayaan. Ya, di dalam keberagaman tentunya akan membawa sebuah kekayaan. Mari tetap tanamkan keberagaman itu pada diri kita.

Mari kita lanjutkan perjalanan kita ke ruang balai kota.”

(Just as the name suggests, the objects in this room bear witness to the birth of a city. Please take a moment to enjoy this work that seems so timeless. In the next room, let's see how culture also grew in suburban areas, with various evidence of historical heritage. In contrast to the previous section, where western culture was the main one, in this room the mixing of cultures was very real. There are Javanese, there are Makassar people, there are Mardeiker groups, there are Chinese groups, and various other ethnicities interact and produce cultural richness. Yes, diversity will certainly bring richness. Let's continue to instill that diversity in ourselves. Let us continue our journey to the city hall room.”)

In the narrative above, the Point of Interest of the Birth of a City collection emphasizes the aspect of "cultural mixing". While the wellness aspect used to invite visitors to reflect is in the sentence "Let's continue to instill diversity in ourselves", which has an affirmative tone to invite visitors to take a break from their daily activities of visitors. A prototype sample of the Audio Guidebook Wellness Trip product at the Museum can be accessed via the QR code below:



Fig 2. Link Sample Audio Guidebook Wellness Trip

4.2 Product Prototype Testing

The prototype testing is held in limited sample numbers. This testing was conducted based on the prototype testing steps which is expert validation. The sample of this testing is a tour guide in Museum Sejarah Jakarta. Product testing using a questionnaire on 11 respondents, with 11 statement items. The 11 statement items are divided into 3 aspects that are measured, namely physical aspects, spiritual aspects, and intellectual aspects. The results for the physical aspect, the following data were obtained:

Table 6. Physical aspect

Descriptive Statistics						
	N	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
VAR00001	11	3.00	4.00	3.5455	.15746	.52223
VAR00002	11	2.00	4.00	3.1818	.18182	.60302
VAR00003	11	3.00	4.00	3.3636	.15212	.50452
VAR00004	11	2.00	4.00	3.1818	.18182	.60302
VAR00005	11	3.00	4.00	3.0909	.09091	.30151
Valid (listwise)	N 11					

The physical aspect above gets an average mean of 3.2727, which falls into the range of the strongly agreed interval criteria. The spiritual aspect gets the following data:

Table 7. Spiritual aspect

Descriptive Statistics							
	N	Minimum	Maximum	Sum	Mean		Std.
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Deviation
							Statistic
VAR00006	11	3.00	4.00	35.00	3.1818	.12197	.40452
VAR00007	11	3.00	4.00	36.00	3.2727	.14084	.46710
VAR00008	11	3.00	4.00	37.00	3.3636	.15212	.50452
Valid	N						
(listwise)	11						

In the spiritual aspect above, the average mean value is 3.2727, entering the Strongly Agree interval criteria range. Meanwhile, the intellectual aspect obtained the following data:

Table 8. Intellectual aspect

Descriptive Statistics							
	N	Minimum	Maximum	Sum	Mean		Std.
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Deviation
							Statistic
VAR00009	11	3.00	4.00	38.00	3.4545	.15746	.52223
VAR00010	11	3.00	4.00	39.00	3.5455	.15746	.52223
VAR00011	11	3.00	4.00	36.00	3.2727	.14084	.46710
Valid	N						
(listwise)	11						

Based on the data above, the average mean is 3.4242 and falls into the Strongly Agree interval criteria range.

Based on the limited prototype testing above, the average of all aspects assessed obtained an average mean of 3.3109 which falls into the Strongly Agree interval criteria.

The small numbers of the sample make it impossible to generalize the study result. To those limitations, proper testing with a wide range of samples needs to be conducted in the next study. But

based on the results from the expert, it can be concluded that the concept of an audio guidebook prototype for a wellness trip at the Museum Sejarah Jakarta is possible to continue to develop.

4 Conclusion

The main result of this study is the prototype of the Wellness Trip Audio Guidebook in digital media format. The limited validation by the expert is positive, with the result being strongly agreed. Even though based on the limited sample numbers cannot make as the result a generalization of this concept. This means that this prototype needs to be developed into a complete Audio Guidebook Wellness Trips, and has to conduct more proper testing. So the product as part of a museum's product innovation is visible and applicable. Actually, museums can enhance the psychological well-being of visitors by increasing the attractiveness of the museum, comfortable (restorative), comprehensible, participative, innovative, and sustainable (25). The implications of this study suggest that new innovations are emerging to reinforce museums as alternative destinations for wellness tourism. However, further testing is essential, and the product itself requires refinement through personal and limited trials. Future research should focus on continuing these testing procedures in stages, beginning with individual and limited assessments. Subsequently, the results should undergo broader market acceptance testing to gauge their effectiveness on a larger scale

Acknowledgments

Acknowledgments. Gratitude is given to P3M Politeknik Negeri Media Kreatif as the main sponsor of this research.

References.

- [1]Kemenparekraf. 4 Tren Pariwisata 2024, Bleisure Diprediksi akan Terus Tumbuh [Internet]. Kemenparekraf. 2024 [cited 2024 Mar 26]. Available from: <https://kemenparekraf.go.id/ragam-pariwisata/4-tren-pariwisata-2024-bleisure-diprediksi-akan-terus-tumbuh>
- [2] Argodimou A. Wellness Tourism. Through the lens of millennials' attitude [Internet]. Jonkoping University; 2019. Available from: <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjGksq846OJAxXWzjgGHZ4dDDAQFnoECCAQAQ&url=https%3A%2F%2Fwww.diva-portal.org%2Fsmash%2Fget%2Fdiva2%3A1340085%2FFULLTEXT01.pdf&usg=AOvVaw2JkiV-KQarO8YDf113IEki&opi=89978>
- [3] Baparekraf RI. 5 Rekomendasi Wellness Tourism [Internet]. Kemenparekraf. 2021 [cited 2024 Sep 9]. Available from: <https://www.kemenparekraf.go.id/hasil-pencarian/infografik-5-destinasi-rekomendasi-wellness-tourism>
- [4] Pirastyo SP, Annishia FB, Aprilia LR, Anggraeni RCM. Museum Sebagai Inovasi Destinasi

Alternatif Wellness Tourism. *J Tour Econ*. 2023;6(2):168–80.

- [5] Kamus Besar Bahasa Indonesia - 2023. Museum [Internet]. [cited 2023 Mar 12]. Available from: <https://kbbi.kemdikbud.go.id/entri/museum>
- [6] Stara J, Peterson C. Understanding the concept of Wellness for the Future of the Tourism Industry: A Literature Review. *J Tour Serv* [Internet]. 2017;14(1):18–29. Available from: <https://www.muni.cz/en/research/publications/1384293>
- [7] Smith M, Puczkó L. Health and Wellness TOurism. Oxford: Elsevier Ltd; 2009.
- [8] 3 Play Media. The Ultimate Guide to Audio Description [Internet]. 3 Play Media. [cited 2024 Mar 26]. Available from: <https://www.3playmedia.com/learn/popular-topics/audio-description/>
- [9] Pahlevi R. Pendengar Podcast Indonesia Terbesar ke-2 di Dunia [Internet]. databoks. 2022 [cited 2024 Mar 26]. Available from: <https://databoks.katadata.co.id/datapublish/2022/02/08/pendengar-podcast-indonesia-terbesar-ke-2-di-dunia>
- [10] Saputro B. Manajemen Penelitian Pengembangan (Research & Development) Bagi Penyusun Tesis dan Disertasi. Cetakan Pe. Yogyakarta: Aswaja Pressindo; 2017.
- [11] Posha BY. Museum dan Museologi: Sebuah Pengantar [Internet]. 1st ed. Fitri N, editor. Sumatera Barat: PT Insan Cendikia Mandiri Group; 2023. 126 p. Available from: https://www.google.co.id/books/edition/Museum_dan_Museologi_Sebuah_Pengantar/8GevEAAQBAJ?hl=id&gbpv=1&dq=museum&pg=PA104&printsec=frontcover
- [12] Walker O. Warm-Ups [Internet]. Science fro Sport. 2024 [cited 2024 Sep 9]. Available from: <https://www.scienceforsport.com/warm-ups/>
- [13] Lee-Harris G, Timmers R, Humberstone N, Blackburn D. Music for Relaxation: A Comparison Across Two Age Groups. *J Music Ther* [Internet]. 2018 Dec 11;55(4):439–62. Available from: <https://academic.oup.com/jmt/article/55/4/439/5112983>
- [14] Zhu K, Li J, Zhou H, Jang J. Exploring the Impact of Music in Short-Form Travel Videos on Users' Emotional Resonance, Sharing Intention and Impulsive Travel Intention. In 2024. p. 446–51. Available from: https://link.springer.com/10.1007/978-3-031-58839-6_46
- [15] Kukreja H, Upadhyay DuK. A STUDY ON EFFECT OF MUSIC ON BLOOD PRESSURE AND HEART RATE. *Int J Creat Res Thoughts* [Internet]. 2018;6(1):1440–5. Available from: <https://ijcrt.org/papers/IJCRT1803089.pdf>
- [16] Tze P, Chou M. Attention drainage effect: How background music effects concentration in Taiwanese college students. *J Scholarsh Teach Learn* [Internet]. 2010;10(1):36–46. Available from: <https://files.eric.ed.gov/fulltext/EJ882124.pdf>
- [17] Piccardi L, Palmiero M, Nori R. The Role of Sounds and Music in Emotion and Cognition. *Brain Sci* [Internet]. 2024 Feb 21;14(3):192. Available from: <https://www.mdpi.com/2076->

- [18] Quan Y, Ma W, Li H, Thompson WF. Slow tempo music preserves attentional efficiency in young children. *Attention, Perception, Psychophys* [Internet]. 2023 May 28;85(4):978–84. Available from: <https://link.springer.com/10.3758/s13414-022-02602-3>
- [19] Bhavsar SD, Abhange RS, Afroz S. Effect of Different Musical Tempo on Post-Exercise Recovery in young adults. *IOSR J Dent Med Sci* [Internet]. 2014;13(5):60–4. Available from: <https://www.iosrjournals.org/iosr-jdms/papers/Vol13-issue5/Version-1/N013516064.pdf>
- [20] Galic B. How Many Calories Do You Burn Walking for an Hour? [Internet]. *livestrong.com*. 2022 [cited 2024 Sep 9]. Available from: <https://www.livestrong.com/article/300443-how-many-calories-do-you-burn-walking-30-minutes-to-an-hour/>
- [21] 20 Years Strong America Walk. Health Benefits of Walking [Internet]. Bethesda; 2021. Available from: https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj0q7fg0bWIAxXm4DgGHcJiHmUQFnoECBMQAQ&url=https%3A%2F%2Famericawalks.org%2Fwp-content%2Fuploads%2F2021%2F06%2FAW-Health-Benefits-of-Walking-5_28_edit-1.pdf&usg=AOvVaw3
- [22] Serrell B. Paying Attention: The Duration and Allocation of Visitors' Time in Museum Exhibitions. *Curator Museum J* [Internet]. 1997 Jun 24;40(2):108–25. Available from: <https://onlinelibrary.wiley.com/doi/10.1111/j.2151-6952.1997.tb01292.x>
- [23] Nur Afni H, Mohammad HM, Ez-zatul Hanani R, Audrey J. The exhibition structure and its impact towards visitors' understanding at a museum. *Idealogy J* [Internet]. 2018;3(3):41–53. Available from: <https://ir.uitm.edu.my/id/eprint/30309/>
- [24] Nubart's Team Production. How to write a script for a museum audio guide? [Internet]. Nubart. 2018 [cited 2024 Sep 9]. Available from: <https://www.nubart.eu/x-blog/how-write-script-museum-audioguide.html>
- [25] Šveb Dragija M, Jelinčić DA. Can Museums Help Visitors Thrive? Review of Studies on Psychological Wellbeing in Museums. *Behav Sci (Basel)* [Internet]. 2022 Nov 17;12(11):458. Available from: <https://www.mdpi.com/2076-328X/12/11/458>