

# The Impact of Pandemic Covid-19 on Museum Existence

1<sup>st</sup> Fitriyani<sup>1</sup>, 2<sup>nd</sup> Dewi Khairani<sup>2</sup>, 3<sup>rd</sup> Didin Saepudin<sup>3</sup>, 4<sup>th</sup> TB. Ade Asnawi<sup>4</sup>,  
5<sup>th</sup> Fuad Jabali<sup>5</sup>  
{fitri.yanii17@mhs.uinjkt.ac.id<sup>1</sup>, dewi.khairani@uinjkt.ac.id<sup>2</sup>, didin.saepudin@uinjkt.ac.id<sup>3</sup>,  
ade.asnawi@uinjkt.ac.id<sup>4</sup>, fuad.jabali@uinjkt.ac.id<sup>5</sup>}

Syarif Hidayatullah State Islamic University of Jakarta, Indonesia<sup>1,2,3,4,5</sup>

**Abstract.** This study aims to provide an overview impact of the Covid-19 pandemic on museum activities, especially those in Jakarta. The method used is a descriptive qualitative method. This study uses sources based on secondary data from online news platforms, research results, journals, and other references that are related to research. Techniques used in data collection using documentation techniques. The conclusion from this research is that there are several impacts, both positive and negative, which greatly influence the existence of the museum. The main impact on museums during the pandemic was a decrease in visitor numbers and museum closures, constraints on museum maintenance, and an increase in the museum's digital services.

**Keywords:** Covid-19, Museum

## 1 Introduction

The Covid-19 pandemic first appeared in Wuhan at the end of 2019. Covid-19 is a virus that attacks the human respiratory system. Transmission through droplets, that is splashes of water that come out when talking, coughing, and sneezing. This virus quickly spread throughout the world. Finally, WHO declared a health emergency for the people of the World on January 30, 2020 [1]. Indonesia confirmed its first case on March 2, 2020. WHO designated Covid-19 as a pandemic on March 12, 2020. Until the end of March, Indonesia had more than 1500 cases and 136 people died [2].

The Covid-19 pandemic has not only brought down major sectors such as health, economy, and education. Covid-19 has also disrupted museum activities around the world. The world's museums are under the auspices of the International Council of Museums (ICOM) which is affiliated with UNESCO. The International Council of Museums defines a museum as a transparent and participatory place in charge of collecting, researching, interpreting, preserving, and exhibiting historical objects. However, during this pandemic, museum activities will be different from the previous period. The pandemic changed the function and scope of the museum to be wider and more limitless. The International Council Museums immediately gave direction and made recommendations on matters that should be considered in managing the museum during the Pandemic, calling on the authorities to immediately set up a special fund to help the Museum. In April, almost all museums in the world closed and switched to digital media [3].

The pandemic, which has been running for nearly five months, still shows no signs of ending soon. The Museum sector has been hit hard enough. Since March 14, 2020, the government has decided to close several historical tourist destinations in Jakarta. The closure of the museum aims to reduce community mobility at the government's appeal. The conditions are changing so fast that the museum is trying to adapt and survive the pandemic. The impact that was felt was the decrease in the number of visitors and the closure of the museum due to the implementation of WFH (Work From Home). In response to the pandemic period, museums in DKI Jakarta are holding new activities and innovations to deal with the direct and indirect impacts of the pandemic. Such as limiting visitors, spraying disinfectants to providing online services such as Virtual Tour to maintain the existence of the Museum in the public. After passing the period of large-scale social distancing (PSBB), several museums reopen with strict health protocols in response to the current New Normal.

There are many challenges that museums have to face due to Covid-19 pandemic. That's why this study needs to be done to get a further picture of the impact and policy of the Museum amid the Covid-19 pandemic.

## **2 Research Method**

This study uses a descriptive qualitative method based on secondary data. The qualitative research instrument or research instrument is the researcher himself. Qualitative researchers as human instruments have a function in establishing focus, collecting data sources, analyzing, and interpreting data to conclude. Secondary data were obtained from the results of analysis and library research as well as references containing information related to research. Data collection using documentation techniques, that is collecting data in the form of records of past events in the form of writings, pictures, policies, and others [4]. The type of data collected is secondary data in both qualitative and quantitative forms obtained from journals, online news, and related references.

## **3 Literature Review**

The unexpected Covid-19 disaster caused a lot of concern. Museum workers have concerns about the existence of a museum during the pandemic. As Rebecca Kahn [5] wrote that the Covid-19 crisis brings sadness and reflection to museum activities. Museum professionals have concerns about how the museum can remain relevant while no one visits. And what is the role of museums both during the pandemic and after the pandemic?. He also wrote about the opportunities that could be taken from this crisis. The state of Covid-19 encourages museums to make big changes. All museum activities are routed online such as online exhibitions featuring museum objects. Digital activities are no longer complementary, but as a necessity for museums to deal with Covid-19.

Ali Akbar [6] in his book explains how the Museum should no longer be seen as passive, but turned into action. Museums must be smart in finding new programs to continue to attract public interest. Museums are not only tasked with collecting, caring for, studying, and exhibiting collection objects. but museums also have an active role in serving the needs of the public. Furthermore, Ali Akbar wrote that the concept of a museum should no longer be fixated on buildings. The museum is a forum for communication. If a media cannot be used, it

can be moved to other media. Ali Akbar's opinion is very relevant when used in current conditions. A museum can't just rely on its building. There must be another platform for museum activities, which is the digital media platform. A museum without a physical form is a necessity. The museum needed during this pandemic is a museum whose exhibition space uses a monitor screen.

As written by Michelle [7] that the Museum can be moved to new media. Where the museum changes its appearance, work practices, and the way it interacts with the public. New computer-based media can be said to be a means to modernize, popularize, and increase the efficiency of institutions that are considered rigid and outdated. In the virtual museum, visitors can access text, images, and sound available in the database. The virtual museum is not just a website that displays pages but displays the appearance as if it were real.

In connection with Museum activities during the pandemic, Ayu Helena et al. [8] said that museums can use a marketing strategy through the Virtual Museum. The virtual museum itself has many advantages, such as being able to inform, introduce, and promote museums effectively and efficiently. The old-fashioned view of the museum will change to a more modern one with a digital display.

In line with what was written by Archyarsyah et al. [9] the impact of the pandemic which resulted in the closing of the museum doesn't mean that people can't access the museum. Many ways can be done so that the museum can still serve the public. An example is the museum access service in the form of Virtual Reality provided by the Ministry of Education and Culture through Google Arts & Culture. The impact of the pandemic on the Museum is indeed complex. But this impact can be overcome with a variety of innovations. The ease of technology meant that most museums could survive the pandemic.

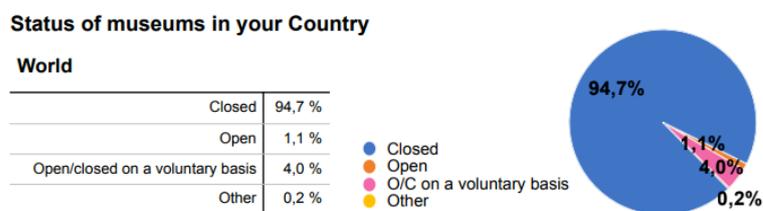
## **4 Result and Discussion**

In May, UNESCO released a report on how the Museum is dealing with the Covid-19 pandemic. From an international survey involving museums in member countries in 2020, the number of museums is estimated to be around 95,000. According to ICOM, it is estimated that more than 10% of museums are in danger of never reopening due to the impact of the Covid-19 pandemic [10].

The impact of the pandemic on the existence of the museum includes :

### **4.1 Closing and Decreasing of Museum Visits in Jakarta**

Based on a survey conducted by ICOM on April 7 - May 7, 2020, most museums closed access around mid-March. At least 94.7% of the world's museums have closed due to the pandemic. As a result of the pandemic, the Government implemented the PSBB period. This caused many public places to be temporarily closed. People are not allowed to leave the house except for urgent matters. There are no activities at tourist attractions because no one visits. Covid-19 has brought a serious crisis to public activity.



**Fig. 1.** museum survey data in the world [3]

The government has decided to close several museum destinations in Jakarta as of March 14, 2020. Among them is the Museum in the *Kota Tua* area, the Museum at *TMII*, *Onrust* Island, *Taman Ismail Maruki*, the *Sejarah Jakarta* Museum, the *Prasasti* Museum, the *Maritim* Museum, the *Wayang* Museum, and other museums under the auspices of the DKI Jakarta Provincial Government [11]. Before the DKI Jakarta Provincial Government decided to close several tourist destinations, several museums in Jakarta stated that there had been a decrease in visitors. As written in one of Detik Travel's articles, the Head of the Management Unit, Sri Kusumawati said that in January-February the Jakarta History Museum experienced a decrease in visitors compared to the same period last year [12]. The unexpected closure of the museum forced the museum management to immediately stop museum activities. even some projects and planned activities such as exhibitions, cultural arts performances, have to be postponed or may be canceled.

After passing the PSBB period and continuing with the New Normal period, the DKI Jakarta Provincial Government reopened the Museum access with a strict protocol based on the Decree of the Head of the DKI Jakarta Tourism and Creative Economy Office No. 131 of 2020. Museums and galleries can resume operations from 8 June 2020 - 15 June 2020 with 50% visitor numbers. Some of the rules that must be implemented by the Museum include implementing health protocols according to WHO and KEMKES directives, as well as preparing museum staff and facilities to face the New Normal period.

Even though it has reopened, the number of visitors who come is still limited by the rule of 50% of the museum's capacity. Several museums in Jakarta apply strict regulations. At the Bank Indonesia Museum, visitors are required to wear a face mask and wear a hand sanitizer, and the duration of the visit is limited to one hour [13].

#### 4.2 Impact on Museum workers

The Covid-19 pandemic disrupted the economic chain. The economic downturn also had an impact on Museum Workers. Some museum workers were relieved and some were laid off to cut costs for managing the museum. Some of those involved with the project plan activities must also be canceled. However, this impact depends on the museum's funding structure. Whether coming from the public, private funding, or ticket sales. But the entire museum's resources are likely to be affected by the presence of Covid-19.

The government has made several efforts including providing alternative social funding assistance for workers in the tourism sector. Alternative estimates of the need for funding assistance for workers in the tourism sector, including workers in museums, are as follows [14]:

**Table 1.**

N	Business field	Total	Alternative funding	Amount (million rupiahs)
---	----------------	-------	---------------------	--------------------------

O.		(000) people	assistance (thousands)			3X4	3X5	3X6
			Average MW	BD1	BD2			
1	2	3	4	5	6	7	8	9
1	Trading	4.682. 5	2,910	1,00 0	500	13,626,07 5	4,682,500	2,341,250
2	Transport	71.0	2,910	1,00 0	500	206,610	71,000	35,500
3	Provision of Accommodat ion	917.1	2,910	1,00 0	500	2,668,761	917.00	458,550
4	Beverage food provider	6,215. 0	2,910	1,00 0	500	18,085,65 0	6,215,000	3,107,500
5	Travel agency services	81.5	2,910	1,00 0	500	237,165	81,500	40,750
6	Entertainmen t activities, arts, creativity	196.3	2,910	1,00 0	500	571,233	196,300	98,150
7	Libraries, archives, museums, and other cultural activities	43.6	2,910	1,00 0	500	126,876	43,600	21,800
8	Other sports and recreational activities	247.5	2,910	1,00 0	500	720,225	247,500	123,750
9	Others	284.9	2,910	1,00 0	500	829,059	284,900	142,450
		12,793 .4				37,071,65 4.0	12,739,40 0.0	6,369,700 .0

Notes: 1. MW: Minimum Wage; 2. BD: Funding.

### 4.3 Influence on the maintenance and management of museum objects

Several museums spray disinfectants to prevent the spread of Covid-19 and prepare for the New Normal. This spraying uses disinfectants around the museum area. However, the use of this disinfectant needs to be paid attention to especially the collection objects in the Museum. Because it does not rule out some of the ingredients in disinfectants are dangerous for historical objects. This is based on trials conducted by Asies Sigit Pramujo [15], some of the solutions that are not recommended as disinfectants are NaOCl. Because this solution is

corrosive to metal materials. Also, Hydrogen Peroxide solution can weaken the fibers in the fabric collection.

The Covid-19 pandemic has had a major impact on the maintenance of Museum objects. Besides, the WFH (Work from Home) policy resulted in fewer museum maintenance officers than usual. This makes the maintenance of the museum experiencing obstacles.

#### 4.4 Digital service enhancement

Modern technology makes it easier for people to adapt to this pandemic. Appeal to stay at home makes almost all offline activities move online. No exception in museum activities. Almost all museums in the world have had to close due to the pandemic. However, the museum management moved the museum's activities to a digital platform. Although several activities are still carried out directly such as maintenance and preservation of museum collections. A survey conducted by ICOM states that digital activities carried out by museums in the world have increased by almost 50%.

**Changes in digital services**

	Collection online	Online exhibitions	Live events	Newsletters	Podcasts	Quizzes contests	Social media
No	33,31%	49,46%	56,47%	31,66%	68,26%	55,15%	7,67%
Yes, same as before	43,86%	22,18%	11,54%	52,18%	14,67%	15,33%	42,21%
Yes, increased after lockdown	<b>17,97%</b>	<b>16,16%</b>	<b>18,80%</b>	<b>13,36%</b>	<b>10,39%</b>	<b>19,21%</b>	<b>47,49%</b>
Started AFTER the lockdown	4,04%	<b>10,88%</b>	<b>12,28%</b>	1,90%	5,11%	8,57%	1,98%

**Fig. 2.** digital service survey data table of museums in the world [3]

Before the pandemic, the Virtual Museum was known and used by several Modern Museums. A virtual museum is a non-physical dimension free from any space-time and gravitational connections [16]. Then this concept becomes a way out for the museum to maintain its existence in the Public. Virtual Museum is a digital facility that contains content regarding collection sources in the form of images, photos, diagrams, recordings, which are stored digitally and available online. Virtual Museum is very useful in preserving a more innovative culture because exploring the Museum can be done remotely without having to go to the museum [17]. Increasingly sophisticated technology makes the Virtual Museum even more real. Virtual Museum is presented with a combination of 3D audio and visual technology. with advanced technology, the Virtual Museum makes it easy for visitors to see around the room as if it were there. Visitors can go to every corner and can freely see anything in the museum without having to obey the rules like when visiting a real museum [18]. Several museums that provide virtual tour services are the *Nasional Museum*, *Kepresidenan Balai Kirti Museum*, *Sumpah Pemuda Museum*, *Kebangkitan Nasional Museum*, *Perumusan*

*Naskah Proklamasi Museum, Basuki Abdullah Museum, Monumen Nasional, Seni Rupa dan Keramik Museum, Tekstil Museum*



**Fig. 3.** Virtual museum display of the Indonesian national museum [19]



**Fig. 4.** Indonesian National Museum webinar poster [20]

Not only the Virtual Museum service. Several museums in Jakarta are very active in holding online activities that the public can participate in. Among them are webinars, online discussions, online exhibitions conducted through social media, Instagram, Facebook, YouTube, zoom, etc. Today, a museum is not just a place for a collection of relics of the past. The museum is a Public Sphere. This means that museums have a broader meaning, museums are a medium for people to exchange information and discuss and debate healthily [6]. One of the webinars was organized by the National Museum which discussed the issue of "Prospect Reopening of Museums in the New Normal" which was held on July 8 through the zoom and Youtube channel.

The Covid-19 pandemic has not always been a bad thing for the Museum. It is proven by these conditions that many museums have finally maximized the use of technology and information.

## **4 Conclusions**

The Covid-19 pandemic has not only a fatal impact on health and the world economy. This pandemic also had a major impact on all sectors. Including Museum activities that have a serious impact. Even the International Museum Council predicts 10% of the world's museums will never open again. Some of the most significant impacts were the decrease in visitor numbers and the closure of the museum. During the Pandemic period, the maintenance of historical objects was also considered more difficult and limited. The fall in the economic sector also affects the income of workers at the Museum. However, there is an increase in digital services so that the museum maintains its existence in the Public. These digital services include the availability of a virtual museum that can be accessed at any time. Webinars and online discussions are also held by several museums in Jakarta.

**Acknowledgments.** This paper was supported by PPM for KKN-DR year 2020.

## References

- [1] “Rangkaian Peristiwa Pertama Covid-19 – Bebas Akses,” Apr. 18, 2020. <https://bebas.kompas.id/baca/riset/2020/04/18/rangkaian-peristiwa-pertama-covid-19/> (accessed Aug. 13, 2020).
- [2] A. Susilo *et al.*, “Coronavirus Disease 2019: Tinjauan Literatur Terkini,” *J. Penyakit Dalam Indones.*, vol. 7, no. 1, p. 45, Apr. 2020, doi: 10.7454/jpdi.v7i1.415.
- [3] “Report Museum, Museum Professionals, and COVID-19: survei result,” International Council of Museum (ICOM).
- [4] Sugiyono, *Metode Penelitian Kombinasi (Mix Methods)*, Cetakan ke-8. Bandung: Penerbit Alfabeta, 2017.
- [5] R. Kahn, “The COVID-19 is prompting many museums to reconsider how they communicate their research to the public,” Apr. 2020, doi: 10.5281/ZENODO.3751749.
- [6] A. Akbar, *Museum di Indonesia: kendala dan harapan*, Cet. 1. Jakarta: Papas Sinar Sinanti, 2010.
- [7] M. Henning, “New Media,” in *A Companion to Museum Study*, New Jersey: Blackwell Publishing, 2006.
- [8] A. H. Cornelia and H. Hermawan, “Upaya Meningkatkan Angka Kunjungan Museum Melalui Social Media Marketing-Studi Pendahuluan,” p. 9, 1907.
- [9] M. Achyarsyah, R. A. Rubini, H. Hendrayati, and N. Laelia, “Strategi Peningkatan Kunjungan Museum di Era Covid-19 Melalui Virtual Museum Nasional Indonesia,” vol. 9, no. 1, p. 14, 2020.
- [10] “Launch of UNESCO Report on museums around the world in the face of COVID-19,” May 27, 2020. <https://en.unesco.org/news/launch-unesco-report-museums-around-world-face-covid-19> (accessed Aug. 13, 2020).
- [11] “Daftar Lengkap Tempat Wisata Jakarta yang Tutup Akibat Corona,” Mar. 13, 2020. <https://www.cnnindonesia.com/gaya-hidup/20200313195302-269-483299/daftar-lengkap-tempat-wisata-jakarta-yang-tutup-akibat-corona> (accessed Aug. 13, 2020).
- [12] “Pengunjung Museum Sejarah Jakarta Turun, Dampak Corona?,” Mar. 05, 2020. <https://travel.detik.com/travel-news/d-4926561/pengunjung-museum-sejarah-jakarta-turun-dampak-corona/2> (accessed Aug. 13, 2020).
- [13] Liputan6.com, “Pandemi Belum Berlalu, Berkunjung ke Museum di Jakarta Dibatasi Hanya 1 Jam,” *liputan6.com*, Jul. 21, 2020. <https://www.liputan6.com/lifestyle/read/4310573/pandemi-belum-berlalu-berkunjung-ke-museum-di-jakarta-dibatasi-hanya-1-jam> (accessed Aug. 15, 2020).
- [14] I. D. G. Sugihamretha, “Respon Kebijakan: Mitigasi Dampak Wabah Covid-19 Pada Sektor Pariwisata,” *J. Perenc. Pembang. Indones. J. Dev. Plan.*, vol. 4, no. 2, pp. 191–206, Jun. 2020, doi: 10.36574/jpp.v4i2.113.
- [15] O. A. S. Pramujo, “Hidrogen Peroksida dan Natrium Hipoklorit: Dampak Penggunaannya Sebagai Disinfektan di Museum,” p. 20, 2020.
- [16] B. Guastini, “Virtual Museum as a New Reality: the Case of the ‘Paper Architectures’ Rebuilt,” vol. 4, no. 5, p. 5, 2018.
- [17] S. Syarifuddin, “Virtual Museum : A Learning Material Of Indonesia National History,” *Int. J. Multicult. Multireligious Underst.*, vol. 4, no. 6, p. 51, Dec. 2017, doi: 10.18415/ijmmu.v4i6.96.
- [18] I. Tjahjaulan, “Panoramic Virtual Museum: Representation or Simulation,” *Int. J. Innov. Manag. Technol.*, vol. 6, no. 1, 2015, doi: 10.7763/IJIMT.2015.V6.571.
- [19] “Virtual Tour | Museum Nasional Indonesia.” <https://www.museumnasional.or.id/virtual-tour> (accessed Aug. 15, 2020).
- [20] Admin, “WEBINAR : Prospect of Reopening of Museums in the New Normal | Museum Nasional Indonesia.” <https://www.museumnasional.or.id/webinar-prospect-of-reopening-of-museums-in-the-new-normal-2844> (accessed Aug. 15, 2020).