Reinvention of National Press Monument Surakarta as Public Space For Edutainment Purpose in Millennial Era

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Abstract

A museum or monument was frequently perceived as an old ornament, a dirty place, and an uncomfortable space to be visited and stayed. There are some problems to modernize museum or monument so that it attracts the public and encourages them to visit and stay. It commonly happens to all, including press national monument in Surakarta. First, how they modernize monument so that it gets attention better. Second, in line with technological development, especially information and communication technology, how monument can present its performance via technology. This article points out some efforts conducted by Press National Monument to reinvent and digitalize any kind of services given. Data collections were gathered by interviews, observations, and focus group discussions. The results showed that processes have been prevailing and trying to attain a model that systematizes all procedures or mechanisms so that the existence of monuments will be favorable as edutainment public space. Digitization was conducted to collection, procedures, and mechanisms for administration management. All were intended to grasp public attention and organization effectiveness.

Keywords: *Reinvention, Digitalization, Monument, Public Space, Edutainment*

INTRODUCTION

Some questions are important things to think about the existence of a museum or monument. First, what does a museum or monument seek to exist? This question raises an implication to the organization and organizing of it. All activities and procedures that pursue this existence are essential things to sustain and survive in its environment.

Second, what is the museum or monument scope? Many museums and monuments are available throughout Indonesia. Many of them have local scope, while the others have national or even international coverage. Its scopes also have an implication for managing it professionally.

Third, what are functional priorities? This question directs to what kind of priorities will be implemented. Does it give priority to collections and research or public programs? Whether museum give priority to all. At the same time, they give attention to collection and research, general program, education, and entertainment. Once again, the priority that will be taken has consequences to management and organization (Hatton, 2010; Elizabet, 2007)

Press National Monument Surakarta (PNMS) is not merely a monument but also a museum. PNMS, both museum and monument, covers four priorities: public display for news daily, books collection in the library, archives and news documents, and the collections of news archetypes like cameras and radios. At the same time, physically PNMS was represented by the architecture of the monument which was built and created by mixing between the ornament of the temple and Mangkunegaran Palace Surakarta.

PNMS has a long history, and it has a connection to Indonesia's struggle for being a nation-state. Many historical events happened in Solo, where PNMS was located. For instance, Indonesia Radio Broadcasting was born in Solo initiated by Mangkunegoro VII and engineer Sarsito Mangunkusumo which

Solosche Radio Veregneging was formerly named in 1933. The first recording company in Indonesia named Lokananta was also born in Solo. PWI (United of Indonesia Journalist) was officially proclaimed in Solo. Shortly, many heroic events happened in Solo so that PNMS could be perceived as symbolic or milestones concerning press or journalists in every epoch of Indonesia history.

Thus, realizing a model for PNMS to reinvent and digitalize all services that can be managed and organized well, researchers do a collaborate with PNMS staff and administration. This collaboration was conducted to gain data and insight into practices that currently exist. Data gained by online-offline forum (Interviews, observation, and focus group discussion) back and forth frequently. This focuses on identification all factors which can be accommodated into the model properly.

Although this research is dedicated to getting the model, directly or indirectly, this issue was related to organizational change. From the organizational change paradigm, there are many reasons and conditions that making an organization must do changes. An environment change, technological development, leadership availability, and human resources readiness are usually considered factors to determine the direction of changes.

Second, it relates to organization values socialization. According to the CCO view, the phenomena of organization value socialization itself was called self-structuring. This concept refers to how an organization internalizes organization values and mission to all members of an organization. Synchronizing between organization values and the orientation of organization members is crucial to determine whether this organization is a success. The assessment of failure and success for the organization along with members was justified by achieving the organization internalized its values.

Third, it is about the activity of coordination in an organization. The most important thing for the organization to measure productivity is the quality of coordinating activities among them. The organization itself is about organizing which indicates an action or organization activity rather than a thing so that it needs coordination and cooperation. Some scholars also argued that organization is communication itself. The way the organization distributes the assignment to all levels of organization gives an understanding of how the organization leads its operation. At this point, the position of leader in an organization plays an important role to direct and orient the organization to the goals. We can see how leaders distribute, direct, control, and ensure all tasks were done.

Fourth, the position of an organization internally and externally. Public perception is a key element for an organization's work. Because it reflects how organizations present to the public that affects public perception. Public relations are an essential thing to define an organization behaving to stakeholders in various areas and interests. Therefore, many ty. Further, it will produce some advantages in the longer terms for an organization (McPhee and Zaug, 2000; Putnam and Nicotera, 2009; 2010).

This focuses on four aspects of PNMS administration in organizing the collection and archives. The matters are about solidity, coordinating activity, sense of belonging toward organization, and image of an organization. By understanding them, we will justify how organizations modernize and reinvent as well as digitalize the management. A portrait of a model can be proposed and described in line with the ultimate goal of PNMS becoming a monument and museum that have been more attractive.

RESEARCH METHOD

This is applied research to determine and formulate reinvention and digitization PNMS for management and organization purposes. This approach blends any data collection in research procedures, either individual or group information. Occasionally, the researcher takes time to do the depth interview

at the location, and the other time researcher opens an online forum to interview more detail and comprehensively. Online forum interview was conducted cause of pandemic Covid 19 reasons.

The researcher also does participant observation directly to get natural tones of management practices in PNMS. In addition, many documents and procedures also are part of matters which was analyzed to get secondary data that add material. Focus Group Discussion also was conducted frequently internally among team researchers or among of management staff of PNMS.

Many informants were interviewed in a range of various positions to broaden the perspective. From the head of an office till some public servants were targeted to enrich data. After collecting data gained, the researcher discussed it within the team. Analysis processes encompass four steps. First, data collection was dedicated to searching information adequately concerning the research purpose. Second, reduction data. This step is to classify and differentiate data in accordance with the categories which has been made. Third, data display makes it up to the fruitful result. The last, conclusion and result verification. That is the step that proves that all effects were examined, and later they can be claimed as a result with high validity.

Finally, all procedures taken seek a model that accommodates organizational change, especially PNMS in managing the monument more modern and attractive in the millennial era (Robbin, 1994). This model was then proposed to PNMS to get approval whether the model is appropriate or not. Revision can be taken when it was perceived as insufficient. Confirmation and affirmation were needed because the usage of the model will be implemented by PNMS itself.

FINDINGS AND DISCUSSION
Brief Description
PNMS has been a long history. Mangkunegaran Palace, formerly owned a building known as PNMS has functioned for any activities and forms over the years. Prince Mangkunegaran VII had realized a building that had a function for public gatherings and meetings. This was built in 1918 and at that time, people knew it as Societet Building. In 1934, the building had ever been used for Bumiputera Congress. Two years later, in 1946, Persatuan Wartawan Indonesia (United of Indonesia Journalist) was declared here.

The name of Press National Monument itself was just officially stated in 1977 after some of the senior journalists saw that press archives, collection, and other communication archeology must be reserved and preserved. Rosihan Anwar, BM Diah, and S Tahsin are prominent figures who initiated creating a museum or monument to handle all press documents and archives. They contributed it significantly so that PNMS came true. But, the foundation that manages press collection has been existing since 1956. It was about ten years after United of Indonesia Journalist launched.

Since 2001 PNSM has been under the Ministry of Communication and Information Republic of Indonesia (MCIRI). It means that now it has been 20 years under MCIRI authority. Many things happened around and within PNMS, either programs or activities, durable or contemporary. But it does not mean that it was 20 years ago there were not available constraints and threats. Many things change. Many organizations, including PNMS must adapt and adjust toward the situation is suitable and compatible with the changing. New management and new directions are needed to transform and reinvention the style and presentation of PNMS to the public.

To accomplish reinvention and digitization, PNMS needed situation analysis encompassing the organization's strengths, opportunities, weaknesses, and threats. This analysis was required to identify all factors which consider this program. Reinvention itself was needed to determine the proper position of an organization, either internal or external.

Concerning social change and technological development, it may be that position of the organization has changed too. In the millennial era, it may happen that public perception also changes. The way they spend their leisure time is different now. They have a different orientation

toward museums or monuments compared with two decades ago. Thus, at this point, that is a strong reason why the organization must adjust and adapt to the situation.

The functions of situation analysis also cover defining the context of PNMS purpose. Many museums or monuments represent the purpose differently. One of them defines his organization for national identity purposes like Monas (Monumen Nasional) in Jakarta. The others define as museum for subject specialist like Museum Sangiran in Sragen (Arofah and Suparno, 2019; Suparno and Arofah, 2021) . For PNMS, it seems to blur whether it will be positioned as both national identity purpose and subject specialist purpose at once, or either national identity or subject specialist.

The advantages of the collection owned by PNMS can be used as a display, research, reference, education, interaction, symbolism function, and entertainment. It must be organized into one platform for effectiveness and efficient reasons what we call a digitization model.

The other aspects that were also important are collection management, including collection management policy and strategic plan for collection when PNMS initiatives to reinvent and digitalize all the services and administration. Collection management policy determines some standards and guidelines for PNMS as an organization. Later, it can be realized into procedures and mechanisms for a member of an organization. Otherwise, the strategic plan of collections focuses on documentation and storage arrangement to accomplish this management systematically, effectively and efficiently.
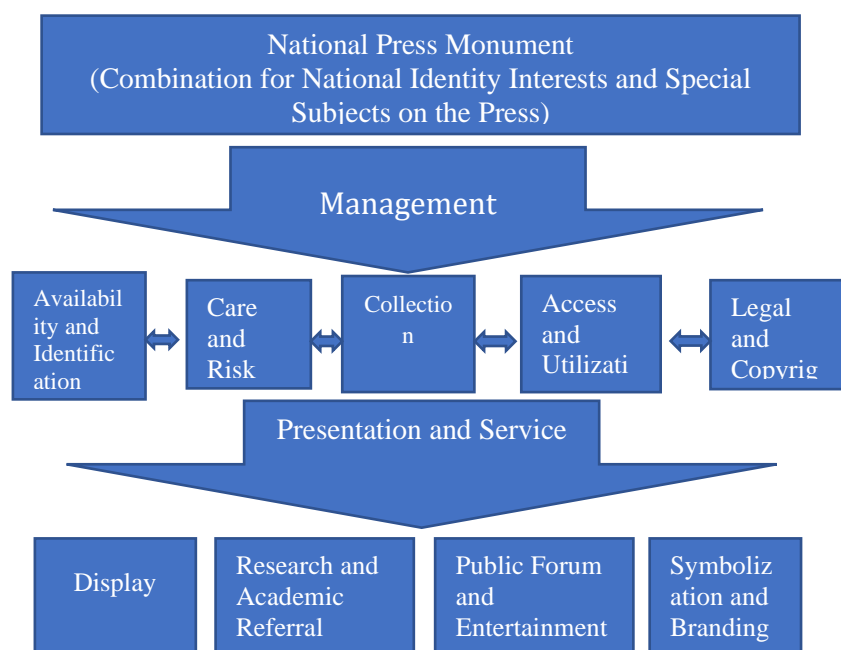

Figure 1. National Press Monument

The term digitalization itself was used to describe any situation around the organization when it interacted with technology. It is a must for organizations to adapt and adopt technology, especially information and communication technology (ICT), for organization and management reasons. Fundamentally, technology helps organizations moving effectively and efficiently. At the same time, technology itself has been becoming a lifestyle for everyone. In the PNMS context, ICT is the important thing and useful for collection management tools and systematizing all procedures and tasks (Muktiyo, 2020; Hassan, 2020; Mosco, 2017).

In this context, PNMS is currently having some challenges to reinvent and digitalize its existence. In the fourth industrial revolution, it is unavoidable for every organization to adapt and adopt technology, especially ICT. Each organization must understand that environment is

constantly changing accelerated by technology. PNMS itself is currently in this situation that takes for granted (Trilce, 2020).

A decade ago PNMS had not yet rearranged and reinvented to get something new to take an opportunity in technological trends and changes. There are a lot of changes happened that must be responded to correctly and fast unless PNMS will be left behind because they haven't taken in adjustment toward the changes yet.

Reinvention and Revitalization

The most important thing that PNMS conducted is to reinvent and revitalize its performance being amusing and comfortable (Milena Gnjatovic, 2014). PNMS has planned and reformulated the concept of display and room design. They devoted much time to design more modernism than ever before. Color concepts and the interior of rooms have changed more attractive. We can see some of the changes as following as:

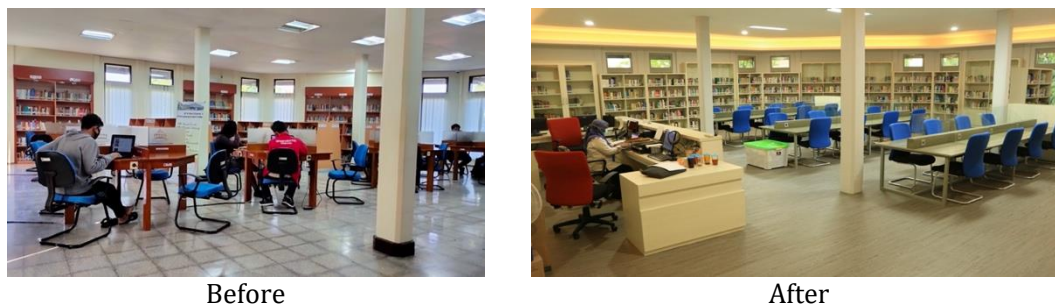Before   After

Figure 2. Before and After Picture
Source: Monumen Pers Surakarta

Picture 2 is a library that PNMS handled. Many books were collected which increased periodically. Before reinvention and revitalization, an arrangement between chairs and tables was separated and tend isolated. It makes interaction among visitors meaningless. By reinvention and revitalization, PNMS change the design and layout, we can see the differences in this library between before and after renewal. It is more alive, more charming, and calm.

Revitalization encompasses any kind of room that consists of staff rooms, display rooms, meeting rooms, lobbying areas, parking areas, and guest rooms. According to Head of PNMS Widodo Hastjaryo (Interview, 2 July 2021), this revitalization is a must to fulfill expectations that were changing. Ministry of Communication and Information Republic Indonesia also supports this by accelerating PNMS to transform its existence related to the fourth revolution industry.

Before   After
Figure 3. Before and after picture of rooms
Source: Monumen Pers Nasional

Picture 3 describes the situation where prominent figures in journalism were displayed before and after revitalization. Display before revitalization looks dark and unidentified. On the contrary, after revitalization, the display is brighter and cleaner. Perception plays an important role to shape the visitors. The same material can be packaged in a different way in turn it will affect a different impression.

The way PNMS arranges the display takes four strategies. First, chronological arrangement. This strategy stresses the ordering of time. Historical events usually were presented by chronological strategy. Second, themes strategy. This illustrated the situation following a theme in which telling a thing or what was happened. Third, prominent figure strategy. This stresses figures who contribute significantly to the press in Indonesia. Those who the most contributions are presented in the first line. Sometimes it can be presented by the combination of chronological strategy and prominent figures strategy.

Digitization and Administration Management

Digitization was taken following PNMS's responsibility and assignments. Reservation and preservation are the most important task that PNMS must handle. Some problems that inherently involve preservation and reservation are securing, protecting, and ensuring the collection is not damaged and broken.

Therefore, PNMS transformed the collection into digital material. Storage and retrieval system must be created into one system of management. Currently, over 180 thousand newspapers have been transformed into digitalized material. Rest remains about 200 thousand newspapers that have not been changed into digital data.

Digitization processes themselves were accomplished by a private company that was targeted how many newspapers must be finished per day. As mentioned above, up to now, several newspapers that can be accomplished in changing into digitalized data has been reaching 180 thousand newspapers. It will be accomplished entirely at the end of this year.

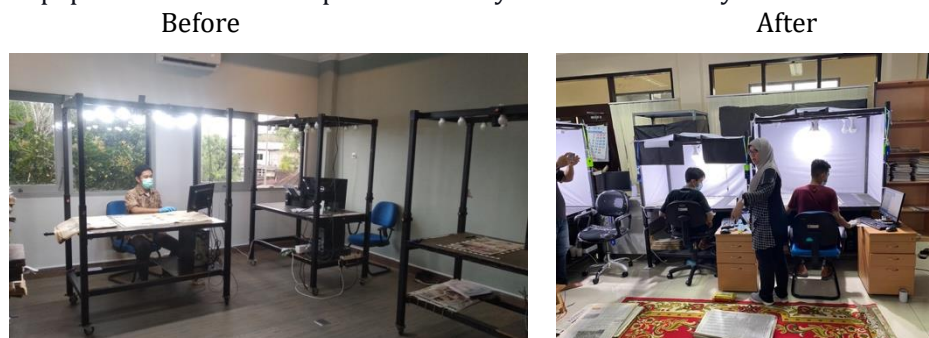Before   After

Figure 4. Before and after
Source: Monumen Pers Nasional

In addition, to pursue effective organization, PNMS also devoted much time to seek new administration management. By under Directorate General Information and Public Communication, PNMS just take for granted adhering ministry's policy. Many applications and software that will accelerate and increase human resources capacity in PNMS were adopted for administration management. For instance: e-present, e-arsip, and Simaya are kinds of applications that be functioned to make management to be more accessible.

Viewed from Law No 14/2018 issued Openness of Public Information, PNMS can be classified as Public Institution so that it has responsibility for serving and managing public information. PNMS should help public information. Therefore, PNMS must seek the best way in informing what agenda that PNSM has. One of the choices that were taken is to use social media.

Facebook and Instagram were functioned to connect PNMS and the public. By using social media, PNMS delivers information to the public with some kinds of content. Videos, texts, pictures, and photos that depict any agenda of PNMS can be found on social media.

However, reinvention and digitization can be perceived to grasp attention from the public, it does not mean that they can gain everything. They know that it is impossible depending solely on digitization. But must be developed a variety of strategies. Therefore, they devoted it to cooperation and collaboration with any of the stakeholders. PNMS tries to convince the public and communities around Surakarta that PNMS is also a public space for everyone who wants to hold or join any activities in PNMS.

CONCLUSION

Reinvention and digitization are interaction products among members of an organization. A leader plays an important role in shaping and seizes the goal of an organization. PNMS reconceptualizes and recaptures new direction for organization development concerning technological change and growth by understanding resources an organization has. Each organization would like to survive over the situation that happens, it must adjust and stabilize any turbulences. In other words, reinvention and digitization reflect the ways organizations promote new values and positions at any phase of the situation.

PNMS wants to be accepted as Monument which new nuances and new styles. Therefore, change was executed from a variety of perspectives. Color, pictures, photos, and statues were organized into riveting storytelling and presentation. Visitors will appreciate it positively. And finally, PNMS is being parred excellence for everyone who has concerned with journalism matters.

Digitization is more and less concerned with how the core business of PNMS was done. Activity coordination is the main issue of what we see as digitization. E-Presensi, Simaya, E-Arsip, and JDH for instance, actually are instruments that were used to lessen the waste of effort and time. Technology has fashioned mechanisms and procedures to accomplish the assignment so that members of the organization get an impression instantly.

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