

THE IMPLEMENTATION OF GOVERNOR INDOONESIAN NAVAL ACADEMY' POLICY FOR DEVELOPING OF LOKA JALA CRANA

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ABSTRACT

The existence of the Loka Jala Crana Museum is currently a place for tourism education, research, and a source of information about the history of the Navy. is a place to store and preserve historical objects, so that historical objects are maintained. There are so many positive activities that can be done at the museum. For the public and students who uphold it, they can enjoy educational tours, as well as opportunities to learn about history. Museums are not just a place to enjoy collections, but museums can also be a means of holding creations, education, research, information, innovation, and recreation/educational tours for visitors. The use of Naval Academy educational facilities as educational tourism objects is part of the integrity zone of bureaucratic reform in the field of public services that support government programs. This study concludes that the Loka Jala Crana museum as an educational tourism destination for the theory of implementation of the George C. Edward III model has been carried out optimally. From this research, it is suggested that the recommendations are. The placement of personnel in the Museum should be based on qualifications/experts in the field of museums, history, anthropology, and sociology, not just to fulfill the number of personnel lists. The need to improve human resource education about museums is the point of the need to increase the budget, infrastructure, and facilities of the Loka Jala Crana museum.

Keywords: Policy Implementation, Service at The Loka Jala Crana Museum as A Means of Educational Tourism

1. INTRODUCTION.

Indonesia as one of the countries that have a lot of tourism potential has given a lot of attention to the development of the tourism sector, which can be seen through various series of policies made and implemented by the government. One of the educational institutions that develop the tourism sector in Indonesia is the Navy Academy. The Navy Academy is the crater of Chandradimuka for the best Indonesian young people to be educated to become Navy Officers. The Navy Academy has various educational facilities to support the implementation of an educational pattern including teaching, training, and parenting. In addition to educational facilities, the Navy Academy has tourism potential and cultural heritage buildings that have been determined by the government so that it becomes one of the most interesting educational tourism destinations to visit from the tourist destinations section in Indonesia Naval Academy.

The mechanism for using the Naval Academy facilities as educational tourism objects has developed a permanent procedure

in the form of the Decree of the Governor of the Naval Academy Number Kep/54/V/2019 concerning the Permanent Procedures for the Use of Naval Academy Facilities as Educational Tourism Destinations. This decree is also in the context of realizing the integrity zone at the Naval Academy. In addition, in the process of providing public services before the existence of this policy, there is still overlapping of duties and responsibilities to coordinate integrated public services between implementing activities when in the field of duty. The quality and absence of public services can be seen from several supporting elements, including from the point of view of the organization, informative or not, human resources, facilities and infrastructure, and so on.

The placement of positions, especially for the position of commander of a patrol ship, is a process to obtain the best human resources. The right positioning requires analysis of information and efforts to identify various important factors regarding data from candidates (Suharyo, 2017). These important factors include personality, education,

assignment, health, physical fitness, or in other words through a multicritical approach. The existing condition becomes conflictual when found the parable of candidates who have good grades in certain criteria (e.g., physical fitness requirements), but less in other criteria (e.g., Skills).

In the description above about non-ceremonial tourism objects at the Navy Academy according to the decree, including the TNI AL Museum Loka Jala Crana. which is a museum that stores historical objects of the Indonesian Navy's struggle. The potential of the Loka Jala Crana Navy Museum is so great because it has historical and scientific values. As an educational tourism object that is tasked with preserving the values of the Navy and maritime fighting, this museum is also used as a place for learning and research by enjoying the star theater as well as learning about astronomy by entering the Planetarium. This planetarium makes museums more valuable in general in Indonesia as an educational facility with a tourism nuance. Based on collections exhibiting historical objects, the TNI AL Museum Loka Jala Crana Indonesian Naval Academy is part of the Naval Academy facility which is used as an educational tourism object/destination.

In particular, the Naval Academy through the TNI AL Museum Loka Jala Crana Indonesian Naval Academy with its facilities, encourages the advancement of education in the field of history and provides opportunities for the public to understand the Naval Academy, and motivates the community to join as Indonesian Naval Academy cadets. With this museum facility, it is hoped that it will be able to communicate it to the public and promote the Navy. Following Government Regulation of the Republic of Indonesia number 66 of 2015 concerning Museums, Chapter I General Provisions Article 1 point 1, namely: "Museums are institutions that function to protect, develop, utilize collections, and communicate them to the public".

Following the policy of the Decree of the Governor of the Naval Academy, Number Kep/54/V/2019 concerning the Permanent Procedures for the Use of Naval Academy Facilities as an Educational Tourism Destination Object, the procedure for using facilities at the museum cannot be separated from the Guideline for the Indonesian Navy Museum Loka Jala Crana which aims to provide an overview to the Indonesian Navy. visitors or the public about the procedures for visiting the museum to make it easy for visitors so that it eliminates doubts and it is

difficult to get educational tours to the TNI AL Museum Loka Jala Crana Indonesian Naval Academy.

From the descriptions above, the Navy Academy accommodates the fixed procedures that have been made, namely the Decree of the Governor of the Naval Academy Number Kep/54/V/2019 concerning the Permanent Procedures for the Use of Naval Academy Facilities as Educational Tourism Destinations Objects are relatively new, but thus, non-ceremonial tourism education facilities, which are explained in the decision policy, are the Indonesian Navy Museum Loka Jala Crana Indonesian Naval Academy. In carrying out public services to the general public, elementary, junior high, high school, students, people with disabilities, and research, as well as foreign guests, have been going for a long time in receiving educational tourism visits.

2. MATERIAL AND METHODS

2.1 Public service

Public service or public service is the provision of services either by the government, private parties on behalf of the government, or private parties to the community, with or without payment to meet needs and or for the benefit of the community.

The Elements of Public Service are:

- a. Systems, Procedures, and Methods, namely in public services it is necessary to have information systems, procedures, and methods that support the smoothness of providing services.
- b. Personnel especially emphasized the behavior of the apparatus; In public services, government officials as service personnel must be professional, disciplined, and open to criticism from customers or the public.
- c. Facilities and infrastructure in public services require equipment and workspace as well as public service facilities. For example, a waiting room, adequate parking space.
- d. The community as a customer in public services to the community as a customer is very heterogeneous, both in terms of education level and behavior.

And Principles of Public Service are:

- a. Transparency is open, easy, and accessible to all parties who need it and is provided adequately, and is easy to understand.

- b. Accountability can be accounted for following the provisions of the legislation.
- c. Conditionally following the conditions and capabilities of service providers and recipients while adhering to the principles of efficiency and effectiveness.
- d. Participative encouraging community participation in the implementation of public services by taking into account the aspirations, needs, and expectations of the community
- e. Equality of rights is not discriminatory in the sense of not distinguishing between ethnicity, religion, race, class, gender, and economic status.
- f. The balance of rights and obligations of providers and recipients of public services must fulfill the rights and obligations of each party

2.2 Policy Implementation

Implementation of public policy is one of the dimensions in the public policy process, which also greatly determines whether a policy

is in contact with interests and can be accepted by the public. In this case, it can be emphasized that the planning stage or the formulation of policy formulation can be done as well as possible, but if the implementation stage does not pay attention to Standard Operating Procedures (SOP), then what is expected from a policy product. In the end, it is confirmed that at the policy evaluation stage, it will result in an assessment that the formulation and implementation of policies are not in line.

The structure of the implementing bureaucracy, which has characteristics, norms, and patterns of relationships greatly influences the success of policy implementation. Implementing organizations have variables:

- a. competence and number of staff;
- b. span and degree of control;
- c. the political support they have;
- d. organizational strength;
- e. degree of openness and freedom of communication; and
- f. relationship with policymakers

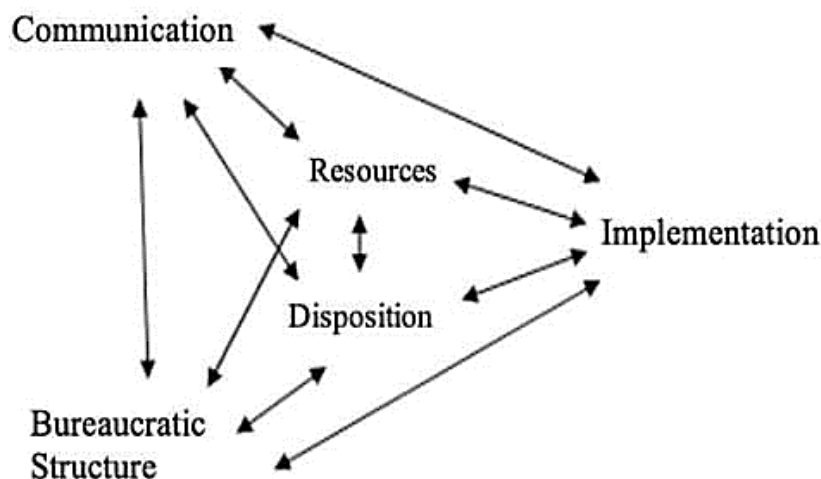


Figure 1. Policy Implementation Model

2.3 Museum

According to the origin of the word, the museum comes from the Greek "Mouseion", which is a temple for the Nine Goddess Muze, the children of the god Zeus whose main task is to entertain. The definition of a museum in Indonesia is stated in Government Regulation number 19 of 1995 concerning the Maintenance and Utilization of Cultural Conservation Objects in museums. In the government regulation, it is explained that the museum is an institution where to store, care for, secure, and utilize material evidence of human culture and the natural environment, to support efforts to protect and preserve the nation's cultural wealth for the benefit of future generations (PP RI No. 19, 1995:3).

A Museum is a nonprofit-making,

permanent institution in the service of society and of its development and open to the public, which acquires, conserves, communicates, and exhibits for purposes of study, education, and enjoyment, material evidence of man and environment.

The importance of the museum is not only as an institution to save objects, but more than that the museum becomes a vehicle for revealing science, culture, technology, and the description of aspects that show some of the benefits of museums which are summarized in the following terms, namely educational, innovative, recreational, and imaginative:

- a. Educational benefits mean that by visiting a museum someone will learn and increase their knowledge, especially concerning the objects collected in the museum.

b. Innovative benefits mean that by visiting a museum someone will find new ideas to produce new work.

c. Recreational Benefits means that by visiting museums people can feel relaxed, relaxed and let go of all the stresses of everyday activities that always keep them busy.

d. The benefits of Imaginative have been proven by artists. By visiting a museum, an artist can do contemplation so that he can develop his imagination to produce a work of art.

2.4 Facilities

Facilities are the physical environment where services are provided and where customers and companies interact and other components that help improve the services provided. In addition, it is a real thing that also influences consumer decisions to buy and use the products or services offered.

Physical evidence is something that also influences consumer decisions to buy and use the products and services offered. elements included in physical facilities include the physical environment, in this case, physical buildings, equipment, supplies, logos, colors and other items that are combined with the services provided such as tickets, covers, labels, and so on.

2.5 Educational Tour

Education or education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious-spiritual strength, self-control, personality, intelligence, and skills needed by society. Educational tourism itself is a type of special interest tourism that is categorized according to certain motivations which are usually related to time, hobbies, and the pursuit of leisure, where there is a combination of recreation and education.

Educational tourism is a tour that is intended to provide an overview, comparative study, or knowledge of the field of work visited. This type of tourism is also used as a study tour or knowledge visit.

3. RESULTS AND DISCUSSION

3.1 Research focus

Indonesian Naval Academy Governor's Decree Number Kep/54/V/2019 concerning the Permanent Procedures for the Use of the Navy Academy Facilities as Educational Tourism Objects/Destinations. The implementation of this policy includes guidelines for the use of non-ceremonial facilities, namely the TNI AL Loka Jala Crana Museum in Surabaya, as well as obtaining data sources in sharpening writing. the following variables:

a. Communication of communication variables that affect implementation performance is measured through three indicators:

- 1) Distribution (transmission).
- 2) There is clarity.
- 3) Consistency.

b. Resource. Policy resource variables that affect performance are measured through indicators:

- 1) Human Resources.
- 2) Budgetary Resources.
- 3) Resources for Facilities and Infrastructure.
- 4) Information resources.
- 5) Authority.

c. Disposition of disposition variables that affect the performance of public policies is measured through positive attitude indicators.

d. Bureaucratic structure policy bureaucratic structure variables that affect implementation performance are measured through Standard Operating Procedure indicators.

3.2 Research Locus

The research locus at the Indonesian Navy Museum Loka Jala Crana Indonesian Naval Academy Surabaya researched the Implementation of the Indonesian Naval Academy Governor's Decree Number Kep/54/V/2019 concerning the Permanent Procedures for the Use of the Navy Academy Facilities as Educational Tourism Objects/Destinations at the Indonesian Navy Museum Loka Jala Crana as Tourist Facilities Education.

3.3 Resources Information

The informants used as resource persons are as follows:

a. The Secretary of the Institution as Head of the Work Unit has duties and responsibilities as an element of service at the Indonesian Naval Academy level in terms of carrying out general administrative development activities, secretarial leadership, information, museums,

supervision, and inspection within the Indonesian Naval Academy environment.

b. The Head of the Leadership Department has duties and responsibilities as an Indonesian Naval Academy academic implementing element in scientific development, training, and nurturing in the field of leadership material for Indonesian Naval Academy cadets.

c. The Head of the Pulahta Sub-Division as the Head of the Data Collection Sub-Section has the duties and responsibilities of information and communication for public services at the Loka Jala Crana Navy Museum.

d. Kaurdik as the Head of Education has the duties and responsibilities of operating the public service process at the Indonesian Navy Museum Loka Jala Crana.

e. Staff/Guide of the Indonesian Navy Museum Loka Jala Crana Indonesian Naval Academy.

f. Visiting Teachers and Lecturers.

g. Student/Student Visitor.

h. Travel

3.4 History of the Indonesian Navy Museum Loka Jala Crana

The existence of the Indonesian Naval Academy Loka Jala Crana Naval Museum is currently managed at the Naval Academy, Jalan Bumimoro MoroKrempangan, Krempangan District, Surabaya City, East Java 60178. The location in the northern part of Surabaya is adjacent to several Navy educational institutions, namely the Naval Training and Education Command.

The history of the Loka Jala Crana Naval Museum is as follows:

a. The Loka Jala Crana Museum was established on September 19, 1969, inaugurated by Mrs. R. Mulyadi, the wife of the Commander of the Navy, Admiral R. Moeljadi, under the name of the Indonesian Navy Museum. permanent guidance/maintenance under the Indonesian Armed Forces of the Sea Division according to the Kasal Telegram Number 209/SET/7307 June 1973, Kasal Decree Number Skep/11106/VII/1973, July 10, 1973, regarding the Upgrade of the Status of the Museum in Morokrempangan Surabaya to the Indonesian Navy Museum

b. Following the Decree of the Chief of Staff of the Indonesian Navy Navy Number Skep/2552/X/79 dated October 6, 1979,

concerning the Naming of the Museum of the Indonesian National Armed Forces, the Navy became the Museum of the Indonesian National Army Navy Loka Jala Crana. Loka Jala Crana means a place to store, perpetuate and present equipment or facilities used by the Indonesian Navy. The development of the Museum remains under the Ministry of Marine Affairs.

c. In the context of increasing the development of further development of the TNI AL Museum Loka Jala Crana, the authority for the development was transferred from the Akabri for the Marine Section to Disjarahal with the issuance of the Kasal Decree Number Skep /2602/X/79 dated October 10, 1979, concerning the Transfer of Authority for the Development of the TNI AL Museum Loka Jala Crana. from the Marines to Disjarahal.

d. In 1985 with the change in the transfer of elements of the Indonesian Navy from the old organization to the new organization, according to the Kasal Skep Number Skep/168 a/I/1985 dated June 14, 1985, the tasks and functions of the Indonesian Navy Museum Loka Jala Crana were transferred to Lantamal III. Surabaya as the Implementing Unit (Satlak).

e. In 1985, there was an Order of Chief of Staff Number Sprin/917 /VIII/1985 dated August 8, 1985, handing over the construction of the Loka Crana Navy Museum from the Diswatpersal to the Commander of Lantamal III Surabaya Appointing Chief of Staff Skep. Number Skep/168 a/I/1985 dated June 14, 1985).

f. The next development was the change in the transfer of the TNI AL Museum Loka Jala Crana from Lantamal III Surabaya to the Dispenal according to the Kasal Telegram Number 001/PEN/0694 dated June 23, 1994.

g. On April 29, 1998, according to a letter from Kasal Number B/231/IV/1998 to Pangarmatim regarding the Bumimoro Naval Museum Loka Jala Crana) it continued to function as a museum and was maintained by Lantamal III.

h. In increasing the role of the Loka Jala Crana Navy Museum as a cultivator of the maritime spirit for the younger generation and as a tourist attraction on September 15, 1999, the management of the Loka Jala Crana Navy Museum Surabaya was transferred from Lantamal III to the Naval Academy with the issuance of Kasal Decree Number Kep/01 / IX / 1999 September 15, 1999.



Figure 2. Museum Loka Jala Crana

3.5 Naval Museum Loka Jala Crana Indonesian Naval Academy as a Special Museum

As an educational tourism object that can be visited by the public in general, according to Indonesian Government Regulation Number 66 of 2015, it can be said that the TNI AL Loka Jala Crana museum of its kind is special. A special museum is a museum that informs history related to human civilization in particular. A special museum is a museum with one branch of science, one branch of technology, and so on.

Following the Decree of the Governor of the Naval Academy Number Kep/13/II/2014 concerning Guidelines for Visiting the Indonesian Navy Museum Loka Jala Crana dated February 13, 2014, with collections classified into 7 (seven) types of collections, including the following:

- a. Group A includes the apparatus of symbols and flags.
- b. Group B includes weapons and ammunition equipment.
- c. Class C includes documentation equipment.
- d. Group D includes the report card equipment, service signs, and honors.
- e. Class E includes ship equipment and supplies.
- f. Class F includes aircraft equipment and supplies, combat vehicles, and troops.
- g. Group G includes general and maquette collections

Table 1. Visitor Data of Loka Jala Crana Museum 2014–2020

	MONTH	TOTAL OF VISITORS IN MUSEUM LOKA JALA CRANA						
		2014	2015	2016	2017	2018	2019	2020
1	JAN	2,502	2,479	2,042	2,607	2,882	2,477	1.570
2	FEB	3,781	2,929	2,668	2,914	4,186	3,281	6.775
3	MAR	6,083	3,449	4,525	6,737	6,200	5,519	1.162
4	APR	3,459	3,368	7,471	5,969	3,615	5,205	-
5	MAY	3,144	3,709	6,896	3,325	1,025	781	-
6	JUN	3,567	1,534	3,370	20	60	254	-
7	JUL	235	120	566	320	709	423	-
8	AGS	-	120	227	-	548	441	-
9	SEP	2,285	559	2,236	1,845	3,746	1,715	-

10	OCT	2,370	4,278	8,610	5,986	6,537	5,036	-
11	NOV	8,638	2,491	5,490	3,852	3,310	4,573	-
12	DES	6,153	5,203	4,146	5,335	4,202	3,575	-
TOTAL		42,217	30,239	48,247	38,910	37,020	33,281	9,507

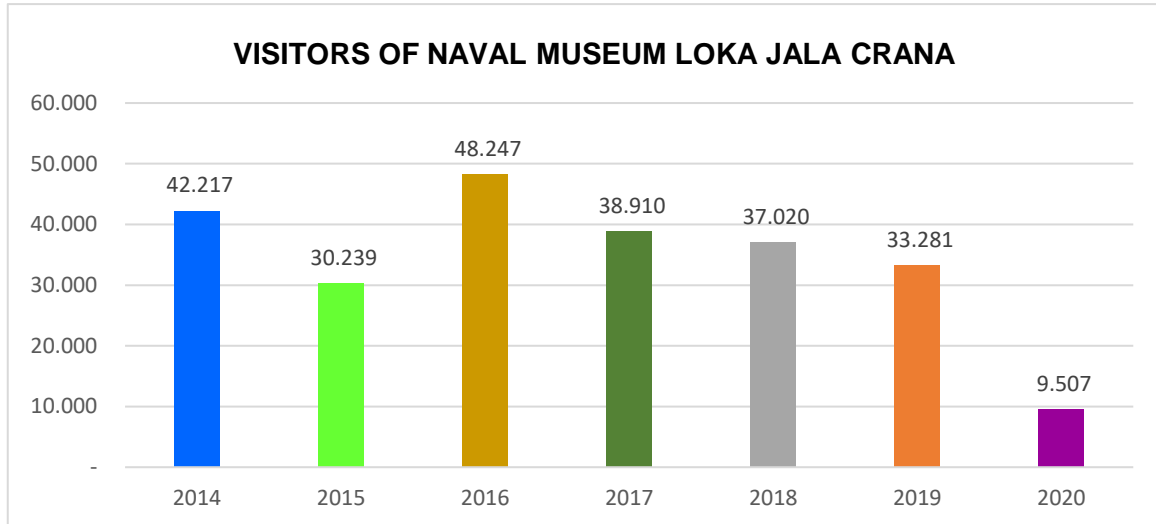


Figure 3. Graph of Loka Jala Crana Museum Visitor Data 2014–2020

However, it can be observed from the data table above shows that the data is fluctuating, i.e. there are numbers of increases and decreases and vice versa or it can also be said that an unstable condition, which shows the data is not fixed and always changing from 2014- 2020. For example, in 2014 data, there were 42,214 people visiting tourists; in 2015 there were 30,239 people and in 2016 there were 48,247 people who visited the TNI AL Museum Loka Jala Crana Indonesian Naval Academy. Conditions like this should not happen and are difficult for the management of the museum to control. The decline occurred in 2020 (from mid-March to December) due to Covid-19 which made the Loka Jala Crana Indonesian Naval Academy Naval Museum temporarily not serving visits.

3.6 Research Results

Several factors influence the development of the Loka Jas Crana museum, namely, among others:

- a. Communication
- b. Human Resources
- c. Budget Resources
- d. Resources for Facilities and Infrastructure
- e. Information Resources
- f. Authority
- g. Disposition
- h. Bureaucratic Structure



Figure 4. Visiting From Mayor of Surabaya in Naval Loka Jala Crana

4. CONCLUSION AND SUGGESTION

4.1 Conclusions

Based on the results of the analysis carried out, researchers can draw some conclusions:

a. That the researcher assesses the research with the title Policy Implementation of the Decree of the Governor of the Naval Academy Number Kep/54/V/2019 concerning the Permanent Procedures for the Use of Naval Academy Facilities as an Educational Tourism Destination Object at the Loka Jala Crana Indonesian naval academy Museum as an Educational Tourism Facility according to the model George C. Edward III. In general, clear and consistent policy objectives or targets as guidelines in public service facilities owned by the Naval Academy as educational tourism objects have been implemented.

b. That the researcher assesses this research with the title Policy Implementation of the Decree of the Governor of the Naval Academy Number Kep/54/V/2019 concerning the Permanent Procedures for the Use of Naval Academy Facilities as an Educational Tourism Destination Object at the Loka Jala Crana Indonesian Naval Academy Navy Museum as an Educational Tourism Facility.

4.2 Suggestions

Based on the conclusions of the research that the author has carried out:

a. Theory in the placement of Human Resources who are placed in the Museum Section should have the ability in the museum field or at least have a bachelor's degree in the fields of history, communication, and Anthropology. The need for personnel placed in the Museum Section can be met following the List of Personnel Structures, to improve public services to the community.

b. Future policies need to increase the budget, infrastructure, and museum facilities

c. There needs to be a policy that regulates services for foreign nationals that are more detailed and clearer, in particular the bureaucracy for licensing visits to the Indonesian Navy Museum Loka Jala Crana Indonesian Naval Academy.

d. There needs to be standardization and assessment from competent institutions to improve services and changes (New Public Service) so that the future vision and mission of the Indonesian Navy Museum Loka Jala Crana as a museum for the benefit of education, research, and recreation/tourism is more beneficial for the community.

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