

**AN EVALUATION OF VISITORS' UNDERSTANDING TOWARDS
MUSEUM INTERPRETATION:
Case Study of Perak Museum**

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ABSTRACT

Heritage tourism is different between other types of tourism. History and heritage can be made interesting and it is argued, there are many ways of presenting the past. The interpretation concept describes how history are present or interpreted in the medium of the museum or heritage attraction, the degree of information available and the nature and quality of that information. In this study, level of visitors' understanding towards the museum interpretation will be identifying and the interpretation guidelines used also can be determined. Besides, we can finally identify relationship between the guideline used and its influences to visitors' understanding. Perak Museum which is the first museum in Malaysia was choosing as a sample. This museum is complete and has the best aboriginal collection as its main attraction. Apart from that, there are also British equipments which were from the previous era. Sample size of this study is 384 visitors which is identify based on total museum visitor for 2009. Descriptive statistic used to analyze the data and Crosstabulation Analysis was used to identify level of visitors' understanding based on three perspectives. The result also shows the most interpretation guideline used at Perak Museum and illustrates the relationship between the guideline used and the characteristics of understanding.

ABSTRAK

Pelancongan warisan adalah berbeza dari jenis-jenis pelancongan yang lain. Sejarah dan warisan boleh dijadikan lebih menarik, oleh itu terdapat pelbagai pendapat tentang cara untuk menggambarkan hal-hal yang lalu. Konsep interpretasi menerangkan bagaimana sejarah dipersembahkan atau digambarkan di muzium dan menjadi salah satu tarikan warisan, maklumat yang bersesuaian dan keadaan serta kualiti maklumat yang dipamerkan. Dalam kajian ini, tahap kefahaman pengunjung terhadap interpretasi ataupun pameran muzium akan dikenalpasti, garis panduan interpretasi yang digunapakai turut ditentukan dan seterusnya menentukan sejauhmana garis panduan yang diguna mempengaruhi tahap kefahaman pengunjung. Muzium Perak yang merupakan muzium pertama di Malaysia dipilih sebagai sampel. Muzium ini lengkap dan menjadikan koleksi masyarakat orang asli sebagai tarikan utamanya selain peralatan-peralatan dari zaman pemerintahan British. Saiz sampel yang diambil berjumlah 384 orang berdasarkan jumlah pengunjung muzium pada tahun 2009. Statistik deskriptif digunakan untuk tujuan analisis data dan Analisis Crosstab digunakan untuk menentukan tahap kefahaman pengunjung berdasarkan tiga perspektif. Keputusan tentang garis panduan interpretasi yang sangat digunakan di Muzium Perak turut dikenalpasti dan sekaligus dapat menentukan hubungan diantara garis panduan yang diguna dengan ciri-ciri kefahaman pengunjung dari ketiga-tiga perspektif.