



Local Cultural Value-Based Strategy for History Museums to Enhance Generation Z's Interest: A Study of the Yogya Kembali Monument

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ABSTRACT

Shifting preferences among Generation Z—who tend to favor interactive, participatory, and digital technology-driven tourism experiences—pose a challenge for history museums. This study aims to analyze relevant local cultural values of Yogyakarta as a foundation for developing museum strategies and to formulate strategies for increasing Generation Z's interest in the Monumen Yogya Kembali (Yogya Kembali Monument). The research employs a descriptive qualitative approach utilizing in-depth interviews, observation, documentation, and literature review. Data analysis involved data reduction, data presentation, and conclusion drawing, reinforced by a SWOT analysis using IFAS and EFAS matrices. The findings indicate that the values of *Hamemayu Hayuning Bawana*, *Sawiji*, *Greget*, *Sengguh*, and *Ora Mingkuh* are highly suitable for integration into the museum's development, given their connection to the historical significance and cultural identity of the Monumen Yogya Kembali. Generation Z seeks museum experiences that are interactive, authentic, participatory, and supported by digital technology. The SWOT analysis places the Monumen Yogya Kembali in Quadrant I (with IFAS and EFAS scores of 2.67 and 2.89, respectively), making the SO (Strengths-Opportunities) strategy the priority. The formulated strategies integrate local cultural values with historical interpretation, digital engagement, and experiential marketing. The study implies that integrating local culture with experiential innovation provides a strategic foundation for museum management to enhance relevance, engagement, and appeal among Generation Z, while simultaneously strengthening the museum's role as a space for historical and cultural preservation

INTRODUCTION

History museums have a unique role in the development of cultural tourism because the experience they offer is related to the process of understanding memory, identity, and values attached to a historical event (Salsabila, et al., 2025; Junaeda, et al., 2025; Fitriansyah, 2024). Museums are tourist spots that connect visitors with the historical and cultural stories of a region. This interaction between visitors and historical and cultural narratives means that museums need to maintain the authenticity of history while also developing ways of presenting it that can attract various types of visitors, who are always changing. This becomes a particular challenge for history museums targeting young visitors, such as Generation Z, who grow up in an environment with very easy access to digital information.

Generation Z has different characteristics in obtaining information and building experiences compared to previous generations (Wibowo & Ayuningtyas, 2024; Hastini, et al., 2020). Their closeness to digital technology shapes faster, more visual, and participatory interaction patterns. Gen Z's characteristics in the museum context have implications on how young people view, understand, and evaluate their visit experiences. Museums that rely on conveying information textually and in a one-way manner may be perceived as formal educational spaces that are not very engaging. The issue lies in the museum's ability to translate that substance into experiences that are relevant to the visitors' characteristics. The Yogya Kembali Monument represents the history of Indonesia's struggle and has a connection to Yogyakarta's cultural identity (Ratri, et al., 2025; Rachmadi, et al., 2024). Resources that can shape the educational experience for museum visitors include collections, dioramas, narratives of struggles, and the character of the buildings. The Yogya Kembali Monument serves as a place for preserving history, a learning spot, and an introduction to cultural identity.

The issue of Generation Z with museums is closely tied to how they perceive the experiences museums offer. Museums are often associated with formal learning activities, conventional ways of conveying information, and relatively passive visit experiences. Generation Z's perception of museums becomes a challenge when museums are part of a tourism environment that offers more interactive and tech-based experiences. For Gen Z, visiting experiences are related to how they gather information, interact, participate, explore, and gain experiences that connect to their lives (Fibri & Ernawati, 2025; Sirait, et al., 2025). Developing museums needs to take visitor experiences into account as part of management strategy and the outcomes of museum activities.

The push to innovate for history museums needs to be done to strengthen the meaning of their collections and stories. Using digital technology, interactive media, and new forms of experiences can be strategically valuable if they help visitors understand history in a more contextual way. Local cultural identity is the foundation that sets museum development strategies apart from just following digital trends (Shela, 2025; Darmayasa, et al., 2025). Local cultural values can provide context for historical narratives and be a source of interpretation that connects the past with the needs of today's visitors.

Yogyakarta has a wealth of cultural values that can be used in the realm of historical narratives (Wijayanti, 2023; Kustanto, et al., 2019). The values of Hamemayu Hayuning Bawana, Sawiji, Greget, Sengguh, and Ora Mingkuh are part of Yogyakarta's cultural philosophy and carry meanings related to harmony, sincerity, spirit, integrity, steadfastness, and responsibility. These values can be applied in museum management because they are connected to the historical struggle character represented by the Monumen Yogya Kembali. Local cultural values should be presented as cultural content for visitors and considered as a foundation when designing museum experiences and strategies.

Integrating local cultural values into museum strategies is linked to the issue of sustaining cultural identity amid changes in young people's information consumption patterns. Generation Z grows up in an information environment where different cultures and values exist side by side (Mahfud, 2026; Christiani & Ikasari, 2020). This situation places museums in a strategic position as one of the places that can connect young people with local history and identity. Museums need to be able to convey information about the past and create relevance between the values contained in history and the lives of today's visitors. Museum visits can be turned into experiences that provide space for understanding the meaning of history and culture.

Research that reveals local cultural values as a foundation in formulating development strategies for history museums for Generation Z is still very limited. In most studies, cultural values are mentioned mainly as part of identity or cultural preservation material. Using museums as a basis for strategies that connect historical interpretation, visitor experience, and digital engagement hasn't been developed much yet. Developing strategies that focus only on digitalization risks neglecting the strength of local identity, while approaches that focus solely on historical preservation might not fully meet the type of experience Generation Z expects. An approach that can bring together all three aspects—local cultural values, historical substance, and Generation Z characteristics—is needed.

LITERATURE REVIEW

Museum of History and Museum Experience Development

History museums function as institutions that store and preserve relics from the past, and also as places of interpretation that help people understand events, figures, values, and identities contained in the collection (Heryanto, 2025; Susetyo, et al., 2025; Avisena, 2024). In cultural tourism, museums are part of the tourist experience because visitors can engage with physical objects, narratives, and meanings built through the interpretation process. The quality of a museum is largely determined by the presence of its collection and the museum's ability to communicate the meaning of that collection to visitors..

Visitor experiences are shaped through interactions between visitors, collections, the space, narratives, educational activities, and the media the museum uses to share information. Meaningful experiences help visitors gain knowledge and build an emotional connection to the objects and stories presented. Developing museum experiences can be supported by using digital

technology, as it can expand the ways information is delivered through visual, audio, digital codes, virtual tours, and immersive technologies. Technology should be used as a tool to enhance interpretation and visitor engagement with historical content.

Local Cultural Values of Yogyakarta in Museum Development

Local cultural values are a set of principles and ways of life that develop within a community and become part of a region's identity (Ishami, et al., 2025; Sari, et al., 2022). In the development of history museums, local cultural values act as a source of interpretation that provides context for collections and historical narratives. Cultural values, as part of a museum's strategy, can guide the preservation process of objects, meanings, and values embedded in history and community life (Sarumaha, et al., 2024). There are several cultural values that are relevant to a community's history and identity, namely Hamemayu Hayuning Bawana, Sawiji, Greget, Sengguh, and Ora Mingkuh.

Hamemayu Hayuning Bawana is about efforts to maintain harmony in life, the environment, and social relationships. Sawiji carries the idea of focus and determination in achieving goals, while Greget is related to spirit, energy, and fighting spirit. Sengguh is connected to self-confidence accompanied by responsibility and integrity, whereas Ora Mingkuh reflects firmness and an attitude that doesn't easily shy away from responsibility when facing changes. These values are linked to the story found at the Yogya Kembali Monument, showing a connection between local cultural values and the history of struggle, which can be seen through the similarity in meaning between fighting spirit and Greget, resilience under pressure and Ora Mingkuh, leadership and integrity with Sengguh, earnestness in struggle with Sawiji, and social harmony and cultural preservation with Hamemayu Hayuning Bawana.

Generation Z and Their Interest in Museums

Generation Z is a group of visitors who are very close to digital technology and have their own characteristics in accessing information, communicating, and creating experiences that are different from previous generations (Wandhe, 2024; Vanzia, et al., 2023). The characteristics of Generation Z influence their preferences for the types of experiences a destination offers. Experiences that are visual, interactive, personal, participatory, and easy to share are part of how young people interact with tourist destinations (Nurhidayanti, 2026). Generation Z's interest is related to a museum's ability to create experiences that are relevant and meaningful. While Gen Z is interested in history, they still see museums as formal learning places and find them less exciting compared to other experiences available in the digital environment. A strategy to boost Gen Z's interest should consider two dimensions: the substance the museum offers and how visitors experience that substance.

Strategy for Developing Museums Based on Local Cultural Values

Museum development strategy is a series of choices and actions aimed at optimizing museum resources to meet the changing needs of visitors and the external environment (Tambunan, 2025; Lestari, et al., 2021). Museum

development strategy includes how museums develop historical interpretation, educational activities, digital engagement, and visitor experiences. The development strategy at Munumen Yogya Kembali is focused on enhancing its appeal and efforts to maintain the museum's function as a space for preserving history and culture. Museum development strategies can be carried out through approaches like historical interpretation, digital engagement, and experiential marketing.

The historical interpretation approach requires a process of interpretation to convey facts and help visitors understand the relationships between objects, events, figures, values, and historical contexts so that they are easy to grasp. The interpretation approach for Generation Z can be developed through more visual, narrative, interactive, and contextual forms of delivery. Digital engagement is about using media and technology to build connections between the museum and its visitors. Digital engagement can happen before, during, or after a visit. Experiential marketing focuses on experience as a whole in building visitor engagement.

METHODS

This research uses a descriptive qualitative approach with data collection techniques gathered through in-depth interviews, observation, documentation, and literature studies. Interviews are conducted in depth, and observations are done directly to get a factual picture of the conditions of the objects and subjects. Documentation is used as a supporting data source and for triangulation purposes. Data validity is ensured through source triangulation and technique triangulation. Source triangulation is carried out by comparing information obtained from museum managers, experts or academics, cultural figures, Museum Ambassadors, Generation Z, as well as museum documents and archives. Technique triangulation is done by comparing data obtained through interviews, observations, and documentation on the same phenomenon.

The data analysis was carried out through three stages: data reduction, data presentation, and conclusion drawing. The results of the qualitative analysis were then strengthened with a SWOT analysis to map internal factors, such as strengths and weaknesses, and external factors, such as opportunities and threats. The IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices were used to determine the strategic position of the Monumen Yogya Kembali and establish priority strategies. The weights and ratings in IFAS and EFAS were based on the results of triangulating interviews, observations, and documentation. Research informants were selected using purposive sampling, which means they were chosen based on the consideration that they have knowledge, experience, or involvement relevant to the research focus.

Table 1. Research Informants

Informant Group	Quantity
Yogya Monument Manager Returns	3
Kurator Museum	1
Education/ guide staff	1
Academics in the field of tourism	4
Generation Z	2

RESULTS AND DISCUSSION

Local Cultural Values as the Foundation for Museum Development

The research results show that there are five local cultural values of Yogyakarta that are highly relevant to be integrated into the development of the Yogya Kembali Monument, namely Hamemayu Hayuning Bawana, Sawiji, Greget, Sengguh, and Ora Mingkuh. These findings were obtained through interviews with museum managers, Museum Ambassadors, history academics, cultural guardians, and history enthusiasts, and were reinforced through observation. These five values are considered as Yogyakarta's cultural identity and are linked to the narrative of struggle represented by the Yogya Kembali Monument.

Table 2. The Connection Between Local Cultural Values and the Historical Narrative of the Yogya Kembali Monument

Local Cultural Values	Relevance to Monjali's historical narrative
<i>Hamemayu Hayuning Bawana</i>	Social harmony, mutual cooperation, and cultural preservation
<i>São Paulo</i>	Determination in the struggle
<i>Greget</i>	Passion and fighting power
<i>Squirt</i>	Leadership and integrity
<i>Not to be outdone</i>	Resilience and an unyielding attitude

Source: Research Data Processing (2026)

The relationship between cultural values and the historical narrative of the Yogya Kembali Monument shows that local cultural values hold a more substantial position beyond just decorative elements in museum development. These findings reinforce the view that local cultural values can serve as a source of interpretation that provides context to collections and historical narratives (Sagita, et al., 2025; Loppies & Aqil, 2025). The Yogya Kembali Monument has strengths in its original historical collections and serves as a local cultural identity of Yogyakarta. The historical narrative is present in the presentation of the chronology of events and the interpretation of the values behind those events (Herwansyah & Kulsum, 2025; Yogi, et al., 2025).

The relevance of local cultural values is seen in the need to maintain the museum's identity while innovating. Developing digital technology can change the way information is delivered, but it is not allowed to eliminate the cultural character that distinguishes the museum. Local cultural values function as identity and content, while technology and experiences serve as means to convey

these values to visitors. The five local cultural values, consisting of Hamemayu Hayuning Bawana, Sawiji, Greret, Sengguh, and Ora Mingkuh, are used as a foundation for strategies that can be integrated with historical interpretation, digital engagement, and experiential marketing. These findings offer a different perspective on museum research that treats culture as preservation material. The innovations developed are aimed at making the identity of the Monumen Yogya Kembali easier for younger generations to understand and experience.

Characteristics of Generation Z and Museum Experience Needs

Research shows that Generation Z tends to expect museum experiences that are visual, interactive, participatory, authentic, digitally tech-based, and connected to everyday life. Findings from various informants indicate that Generation Z's low interest in museums is due to their low interest in history and relates to the way that history is presented.

Table 3. Expected Museum Experience Characteristics of Generation Z

Features	Implications for the useum
Visual	The presentation of history should use visually appealing media
Interaktif	Visitors are given a space to interact with information and collections
Participatory	Visitors are not only recipients of information
Original	Innovation still maintains historical authenticity and cultural identity
Based on digital technology	Technology is used as a medium for interpretation and <i>engagement</i>
Relevant to daily life	Historical narratives are associated with the context and experiences of young generations

Source: Research Data Processing (2026)

The findings show that the issue with the Yogya Kembali Monument lies in the gap between the strength of its historical substance and the type of experience visitors actually get. The way the historical narrative is presented is still pretty conventional, digitalization isn't fully optimized, interactive and immersive experiences aren't at their best, and Gen Z involvement is still relatively low. These conditions actually strengthen the museum experience concept, meaning that experiences in a museum are shaped by the collection, interactions between visitors, the collection, space, narrative, activities, and media. So, boosting Gen Z's interest is about creating experiences that make visitors want to interact, explore, and understand the meaning of history in a more personal way. The use of digital technology needs to be applied proportionally, because Generation Z really has a close connection with technology (Nafi'a, et al., 2025). This situation serves as the basis for developing digital engagement through Digital Storytelling, QR Code Historical Journey, Digital Museum Guide, Virtual Tours, and Historical AR/VR. The museum experience transformation needed is a change in how history and culture are experienced by visitors.

Local Culture-Based History Museum Strategy

The results of the SWOT analysis show that the Yogya Kembali Monument has a fairly strong internal condition and at the same time offers external opportunities that support its development. The IFAS matrix produced a score of 2.67, while the EFAS matrix produced a score of 2.89. The coordinate calculation shows a value of $S - W = 0.91$ and $O - T = 0.89$, placing the museum's strategic position in Quadrant I (Growth Strategy).

Table 4. Summary of Strategic Factors of the Yogya Kembali Monument

Components	Key Findings	Shoes
<i>Strength</i>	Historical value, authentic collections, local cultural identity, strategic location, program development space	1,79
<i>Weakness</i>	Conventional narrative presentation, limited digitalization, interactive experiences are not optimal, digital engagement is not integrated, Generation Z engagement is low	0,88
IFAS	S - W	2,67
<i>Opportunity</i>	Educational tourism trends, Gen Z's preference for interactive experiences, digital technology developments, social media, government support, collaboration opportunities	1,89
<i>Threat</i>	Low interest in historical museums, competition for modern destinations, changing tourism trends, dominance of digital entertainment, boring museum perception	1,00
EFAS	O - T	2,89

Source: Research Data Processing (2026)

The museum's internal strengths mainly come from its historical value as a symbol of the nation's struggle, an authentic and representative historical collection, and the local cultural identity of Yogyakarta. Research findings show that the available open spaces can support the development of creative educational programs. The main weaknesses lie in the presentation of a one-way narrative, limited digitalization, suboptimal interactive and immersive experiences, and the lack of integrated digital engagement. The museum's external environment offers opportunities directly related to Generation Z's needs in the growth of educational tourism, high social media usage, digital technology development, and openness to collaborations with schools, universities, communities, and content creators. The museum faces threats from competition with modern tourist destinations, the dominance of digital entertainment, rapidly changing tourism trends, and the perception of museums as boring places (Hidayat, et al., 2024)

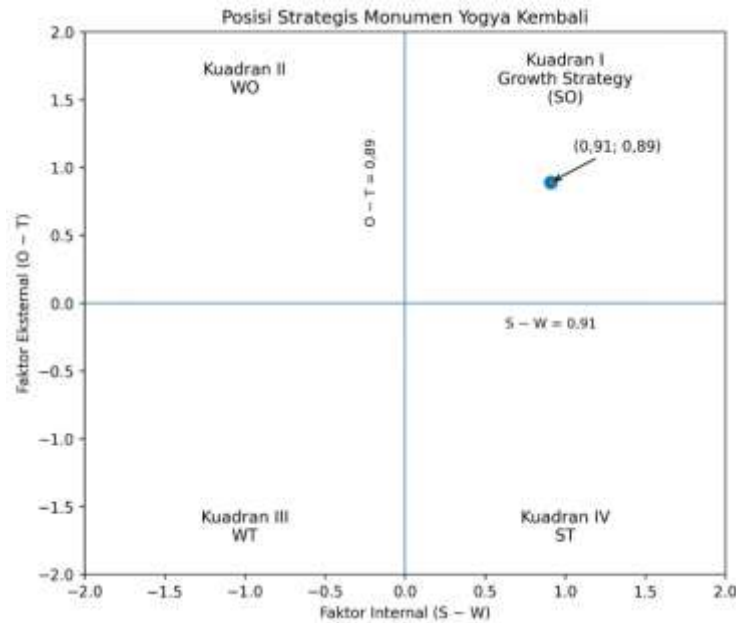


Figure 1. Strategic Position of the Yogya Kembali Monument
Source: Research Data Processing (2026)

The position in Quadrant I shows that the Yogya Kembali Monument is in a condition that allows the SO (Strength - Opportunity) strategy to be a priority. This strategy means that the museum's internal strengths are used to seize external opportunities. Strengths like its history, authentic collections, and local cultural identity are combined with opportunities such as digital technology development and the changing experience needs of Generation Z (Novaria, et al., 2026; Srikandi & Widiarti, 2024). The results guide the museum's strategy into three main areas: historical interpretation, digital engagement, and experiential marketing. Historical interpretation aims to make the history narrative more contextual and easy to understand, digital engagement is used to build communication and interaction through digital technology, and experiential marketing is aimed at creating a more interactive, participatory, and memorable visiting experience.

Table 5. Strategy Formulation for History Museums Based on Local Cultural Values

Strategy Dimension	Strategy Direction	Program Form
<i>Historical Interpretation</i>	Contextualizing historical narratives based on local culture	<i>Digital Storytelling, Sawiji Historical Experience</i>
<i>Digital engagement</i>	Strengthening museum interaction through digital technology	<i>QR Code Historical Journey, Digital Guide, Virtual Tour, AR/VR</i>
<i>Experiential Marketing</i>	Create an interactive and participatory experience	<i>Monjali Student Ambassador, Festival Budaya</i>

Source: Research Data Processing (2026)

The formulation in Table 5 shows the relationship between the three research findings. Local cultural values serve as the foundation for the strategy content, Gen Z characteristics form the basis for determining the kind of experiences offered, and SWOT analysis can guide the strategic development direction. The strategy devised aims to connect the cultural identity and history of the Yogya Kembali Monument with the way Gen Z experiences it. Digital strategy priorities are placed at the initial stage because they are closest to the characteristics of Gen Z, who are familiar with digital technology, visual content, and interactivity. Digital Storytelling, Virtual Tours, AR/VR, QR Code Historical Journey, and Digital Museum Guides are strategy forms that can be used to strengthen both interpretation and engagement (Mhaidli, 2025; Tabatabaei, 2020). The Monjali Student Ambassador, Sawiji Historical Experience, and Cultural Festival are aimed at strengthening participation and providing a more immersive experience.

Technology is used to bring cultural and historical values into experiences that better match the characteristics of Generation Z. The resulting SO strategy is to use the power of history and cultural identity as a basis for innovating experiences. The development of the Monumen Yogya Kembali for Generation Z aims to change how history and culture are experienced without losing their identity. The strategy provides guidance for managers to maintain historical and cultural strengths while improving how they present, interact, and engage visitors.

CONCLUSIONS AND RECOMMENDATIONS

The five cultural values, namely Hamemayu Hayuning Bawana, Sawiji, Greget, Sengguh, and Ora Mingkuh, are closely related to the historical struggle narrative represented by the Yogya Kembali Monument. These values serve as cultural identity displayed to visitors and are used as a source of interpretation to give a more contextual meaning to the museum's collections and historical narrative. Gen Z's interest in museums is closely linked to the type of experiences offered. Gen Z tends to expect experiences that are visual, interactive, participatory, authentic, digitally-based, and connected to everyday life.

The results of the SWOT analysis reveal that the Yogya Kembali Monument is in Quadrant I with an IFAS score of 2.67 and an EFAS score of 2.89, so the Strength-Opportunity (SO) strategy is the priority strategy aimed at leveraging strengths such as historical value, authentic collections, and local cultural identity to capitalize on opportunities like digital technology development and the changing experience needs of Generation Z. The strategy formulation is then developed through three dimensions: historical interpretation, digital engagement, and experiential marketing. These three dimensions serve as a framework to connect local cultural values and historical substance with experiences that better match the characteristics of Generation Z. The main contribution of this research lies in integrating local cultural values, historical interpretation, digital technology, and visitor experience into a single museum development strategy framework. Its implementation can be realized through Digital Storytelling, Sawiji Historical Experience, QR Code Historical Journey,

Digital Guide, Virtual Tour, AR/VR, Monjali Student Ambassador, and Cultural Festival.

FURTHER STUDY

This study still has limitations, so further research on **Local** Cultural Value-Based Strategy for History Museums to Enhance Generation Z's Interest is needed to refine this study and enhance the insights of readers and the authors..

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