

# An Analysis of Visitors' Etiquette Pattern in Muzium Negeri Kedah, Alor Setar, Malaysia

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## ABSTRACT

Museums are vital organizations that teach individuals about culture and history. In most museums, some elements enhance visitors' anticipation of enjoying the exhibits and collections beyond the layout and other factors. However, some visitors or museum enthusiasts may have been distracted by other challenges, such as time constraints that limit their ability to view the entire exhibition areas within the museums. Unless the museum's layout allows sufficient viewing time for each display, visitors lack adequate time to explore all the exhibits. The museum's organization must ensure an improved layout, including walking patterns, to facilitate visitor navigation. To satisfy visitors' desires, museum organizations must enhance the experience to influence their perceptions of the museum positively. The Muzium Negeri Kedah (Kedah State Museum) has initiated this research to tackle this issue. This research has two primary objectives: to examine visitors' behavioral patterns and to propose a new museum layout to enhance visitor flow. This research utilizes primary methodologies, specifically a questionnaire survey and observation in the Kedah State Museum. Museums require adequate maintenance for both items and facilities. Based on the findings, it is recommended that a visitor plan for the Kedah State Museum must be developed. The researcher anticipates that the museum will implement changes in the future to enhance its appeal and satisfy visitors' desire to go. This research is conducted with the expectation that more museums will enhance their roles in providing innovative methods of communication and education for society. This will consequently assist younger generations in acquiring greater knowledge, facts, and information. Ultimately, this will motivate society to acquire knowledge and value and develop methods for the preservation of objects primarily associated with histories and cultures.

**Keywords:** museum, behavioral pattern, flow, education

## INTRODUCTION

Art collections, scientific devices, historical relics, and quirks that pique people's interest and creativity have captivated people around the world since ancient times. The museum, as an institution, originated in ancient times and has grown throughout the years to encompass a wide range of functions. Filippi (2017) states that the museum commemorates all facets of human culture, science, art, and history. Museums are essential for examining history, understanding natural phenomena, exploring cultural development, and analyzing intercultural interactions. This demonstrates that museums educate and inspire all individuals globally.

According to the Statutes published by the International Council of Museums (ICOM) (2019), a museum is defined as a permanent, non-profit organization that serves and develops society and is accessible to the general public as of August 24, 2007. For educational, scholarly, and recreational purposes, it acquires, preserves, investigates, communicates, and displays the tangible and intangible legacy of humanity and its environment. In the previous ICOM conference in Paris on July 22, 2019, they presented another definition of museums that is more inclusive and democratic and provides forums for critical discussion about the past, present, and future. Recognizing and confronting current problems and difficulties, they safeguard artefacts

and specimens for society's benefit. That preserves various memories for future generations and ensures equal rights and access to heritage. Museums operate on a non-profit basis. They are participatory and transparent, collaborating actively with diverse groups to collect, conserve, investigate, interpret, exhibit, and promote understanding of the globe. This seeks to promote human dignity, social justice, global equality, and planetary well-being.

This research addresses an issue highlighted in an article by Roussou, M., & Katifori, A. (2018) concerning the behavioral patterns exhibited by visitors. The museum's organization requires a system to monitor visitors' behavioral patterns within the museum. The behavior of parents towards their children also resulted in varying patterns. Willard, et al., (2019) asserted that their parents' conduct while navigating museums impacted them.

This indicates that the flow pattern is crucial in museums and galleries. This will facilitate visitors' acquisition of knowledge through easier navigation. Some visitors may display reluctance to walk, resulting in their bypassing another exhibit. However, when museums or galleries implement an improved walking pattern, it will benefit visitors. This illustrates the significance of traffic patterns in museums and galleries.

### **A. Research Objectives**

The primary objectives of this study are:

1. To investigate the behavioral pattern of visitors at the Kedah State Museum.
2. To propose a new layout plan for a visiting pattern at the Kedah State Museum.

### **B. Problem Statement**

Museums are institutions that preserve objects, civilizations, and historical events. Individuals value the arts and history for their connection to life. In the absence of experiences, individuals will remain unaware of the sensations associated with that circumstance. To enhance our future, we must derive lessons from the past to ensure correctness moving forward. Currently, individuals visit museums primarily to socialize with friends, follow trends, or satisfy their curiosity. These tendencies are observable in people who attend museums for a limited duration. Tourists frequently encounter limitations in time and focus, restricting their capacity to connect with museum exhibitions thoroughly. Serrell (2017) designates this as a significant problem in evaluating display quality. Due to busy itineraries and diverse interests, visitors may prioritize specific exhibitions, potentially neglecting significant displays. The ephemeral nature of tourism necessitates that museums create exhibits that swiftly attract attention and convey significant information effectively. It is crucial to balance material depth with accessibility to accommodate varied audiences within restricted visit times. Mitigating these limitations can improve visitor happiness and educational results in museum environments.

Lanir et al. (2017) identify the issue of insufficient comprehension of museum visitors' interactions with exhibitions, which may impede the enhancement of exhibit arrangements and the overall visitor experience. Museums frequently have difficulty assessing the efficacy of exhibit placement, resulting in disparate visitor engagement, characterized by certain parts being congested while others remain underutilized. In the absence of strong insights about visitor behaviour, museums may inadequately create paths and layouts that optimize visitor interest, engagement, and satisfaction. This work aims to bridge this gap by employing visualization and tracking methodologies to assess and enhance visitor flow and exhibit interactions.

Ferrato et al. (2022) stressed that museums require more effective and scalable methodologies to comprehend visitor interactions with exhibitions to optimize design and improve visitor experiences.

According to Linden and Wagemans (2024) there is a lack of a comprehensive framework for understanding and categorizing the diverse ways in which visitors navigate museum spaces. Without a standardized taxonomy, museums struggle to analyze visitor movements and engagement effectively, making it challenging to design layouts that enhance the visitor experience.

The interior architecture of the museum is a contributing factor to this occurrence. It will not attract visitors and will provide challenges for them to view all the items they sought, as described in a book authored by Jones, J. (2017). Some assert that art museums may exhibit racism, as articulated by Berger, M. (2020). In his article, this occurs when curatorial institutions increasingly strive for racial inclusion. Certain museums present varying information and construct themselves to reflect their respective cultures, making this assertion accurate. This will make people uncomfortable when visiting a museum that does not represent their culture. To address this form of speculation, all museums must collaborate to enhance cultural integration, thereby eliminating racism in society through the unification of diverse cultures.

Museums are institutions that preserve objects, civilizations, and historical events. Individuals value the arts and history for their connection to life. In the absence of experiences, individuals will remain unaware of the sensations associated with that circumstance. To enhance our future, we must derive lessons from the past to ensure correctness moving forward. Currently, individuals visit museums primarily to socialize with friends, follow trends, or satisfy their curiosity. Such habits are observable in tourists who attend museums for a limited period. Serrell (2017) noted that visitors enter with constrained time and attention to allocate to their museum experience.

To enhance the museum experience and ensure visitor comfort, the layout must be modified to attract more patrons. According to Roppola (2013) by making sure that the exhibits are easy for people to find their way around by using clear signs and paths. Make themed areas or galleries that are easier to explore and add interactive features like touchscreens and hands-on tasks to keep people of all ages interested. Include rest areas with chairs all over the museum, and make sure it's accessible for everyone to get to by adding ramps and wide paths. Vermeeren et al. (2018) also support that soundproofing or acoustic controls will lower noise in busy areas, and the right lighting should draw attention to exhibits without being too bright for guests. Having large lobbies, information desks, cafés, and social areas at the door can make people feel welcome right away. In addition, using technology, like mobile apps for personalized tours, makes the experience better. Having flexible gallery spaces for temporary exhibitions keeps the museum interesting and encourages people to come back, which ensures long-term connection with a wide audience. What is the reason? Enhancing the design in all aspects will make the museum more appealing to visitors. The museum needs additional events and compelling historical activities to attract more people, as noted by Mullen, D. (2019). Renovation and adaptation within a society can significantly enhance the museum.

### **C. Significance of the Study**

Museums are indispensable in our society. A museum serves as a state-sponsored educational institution, educating the public about culture and history. Museums, through displays and interpretation, create a certain perspective on history and culture, convey narratives, and generate educational resources. A museum serves as a sanctuary for individuals to cultivate tranquility, foster positive thoughts, and derive inspiration throughout their visit. The researcher claimed that comprehending the essence of a museum implies that all life experiences should be preserved for future enhancement. The primary objective of this research is to comprehend visitors' wandering patterns within museums. Comprehending their ambulation patterns, which may correlate with their behavior, will assist researchers in acquiring knowledge. Subsequently, observation, which is also crucial in study, follows. Observation will enable the researcher to obtain authentic insights from their perspective, which will be utilized to gather information. Both strategies will provide valuable insights for future researchers in conducting their studies.

Moreover, the researcher aims to develop an improved flow pattern to assist tourists at the museum. This research will assist museums in making substantial advances over time. This research can provide a framework for other museums to establish an appropriate walking pattern as a guide for future advancements. The results of this research will have an impact on society, the nation, culture, and heritage, as museums in Malaysia primarily serve as custodians of history, focusing on identity and heritage.

## D. Kedah State Museum

The Kedah State Museum, or Muzium Negeri Kedah, is integral to the preservation of the state's extensive history, culture, and heritage. The Lembaga Muzium Negeri Kedah (LMNK) founded it in 1957, the year Malaysia attained independence. The initial site was the Balai Besar, a historic wooden hall situated in the center of Alor Setar, the state's capital. The Balai Besar functioned as a significant site for royal rituals and public gatherings, rendering it an appropriate location for the museum's inaugural collections.

Furthermore, Ahmad (2008) mentioned that in 1964, the museum moved to its present edifice, a colonial-era building that previously served as the official residence of the British government envoy during the colonial era. The museum's relocation was a significant advancement, offering increased room and a more impressive environment for its growing collection. The colonial architectural characteristics of the structure are considered an integral part of Kedah's historical heritage.

In addition, Ahmad (2014) supports that during the 1980s, the Kedah State Museum saw substantial renovations to enhance its facilities and exhibitions, integrating contemporary comforts while maintaining the historical allure of the building. This renovation enabled it to function as both a repository for Kedah's antiques and an educational and cultural center for visitors, students, and academics interested in the region's distinctive past.

According to Omar et al. (2018), the museum's collections include a diverse array of objects, particularly archaeological materials from the Bujang Valley, one of Southeast Asia's earliest archaeological sites, illustrating Kedah's trading links to ancient India and China. The exhibition includes royal regalia, indigenous handicrafts, weaponry, and manuscripts, offering a thorough insight into Kedah's historical progression over the years.

Currently, as mentioned by Omar et al. (2018), the Kedah State Museum is critical in safeguarding and advancing Kedah's cultural character. It frequently organizes temporary exhibitions, educational initiatives, and cultural events, establishing itself as a vibrant institution dedicated to preserving the state's history. As a result of these efforts, the museum has become a significant landmark and a leading cultural institution in northern Malaysia.

## LITERATURE REVIEW

### A. Museum in general

Museums have the capacity to significantly influence communal values and social perceptions. The formation of ideas depends not only on the visitor's self-perception and prior knowledge but also on their own communities' values and understandings.

Nonetheless, it is contingent upon the perspectives of museum professionals on the communities they serve, as noted by Morse, N. (2020). Museums are dynamic entities that continually evolve and frequently reassess their objectives. The museum is a public institution. This institution ought to convey messages indirectly to visitors, as noted by Piacente, M. (Ed.). (2022). Museums are essential in our world because they serve as the primary educators regarding society's history and culture.

According to Cesário, Petrelli, and Nisi (2020), a museum is an institution, either real or virtual, that focuses on the collection, preservation, and exhibition of objects of artistic, cultural, historical, or scientific importance. Museums frequently fulfil educational, cultural, and recreational functions, offering visitors the chance to interact with and acquire knowledge from these collections. Walhimer, M. (2021) defined a museum as an institution or venue intended to collect, conserve, interpret, and present items or objects of historical, cultural, artistic, or scientific importance. Museums function as repositories of cultural legacy and educational spaces where the public can interact with knowledge, history, and creativity through well-selected exhibits.

Walhimer asserts that museums function as dynamic learning environments rather than mere repositories, promoting visitor interaction with exhibits to enhance engagement, education, and personal exploration. Museums strive to provide instructive, immersive, and significant experiences for a diverse audience, ranging from casual visitors to committed academics.

## 1. Definition and Key Concepts

Museums have been charged with the collection of objects and materials of cultural, religious, and historical significance. It safeguards, investigates, and exhibits them to the public for educational and recreational purposes. Vermeeran, A. P., et al. (2018) assert that the museum sector is undergoing rapid transformation. The museum sector is shifting from a collection that prioritizes community engagement to one that caters to the public interest. A novel approach to engaging the public more substantively at multiple levels has arisen inside museums for the populace.

He, et al. (2018) corroborate this, asserting that technology can enhance visitors' willingness to pay a premium. This impact is especially noticeable when environmental enhancement provides a significant degree of virtual presence. This indicates that the museum's role has evolved progressively throughout the years, and the future remains uncertain.

## 2. Importance and Relevance

Museums significantly contribute to accessibility within their institutions. This is due to the fact that various categories of museum visitors, including those with disabilities, exhibit an interest in attending museums. Asakawa et al. (2018) asserted that individuals with visual impairments appreciated visiting museums and experiencing art. This is due to their desire for assistance from family, friends, or museum staff. As a result, museums must provide them with a tailored level of accessibility. The museum must enhance accessible community participation. They ought to analyze and endorse an exhibition focused on compassion for refugees to explore various modalities for empowering community voices, as exemplified by Katz, H. (2019). Museum curators will play a crucial role in assisting disabled visitors and addressing their needs within the museum.

## B. Behavioural Pattern among Museums' Visitors

Visitors exhibit numerous behavioural tendencies in museums. Museum organizations should implement technology to enable visitors to monitor their trends. Roussou, M., & Katifori, A. (2018) describe an interactive digital storytelling experience designed for museum visitors. This technology assists visitors in acquiring digital skills for social, educational, and recreational objectives. This technology will assist museums in monitoring visitor attendance and clarifying information inside the exhibits. The walking patterns of parents in museums will affect their children. This will cause children to emulate their parents' conduct, resulting in various patterns. This has been documented in an essay by Willard, et al (2019) who examined how parent-child interactions at a museum distinctly affect the behaviours of both parents and children.

Walhimer, M. (2021), explains that etiquette norms in museums are critical for influencing how visitors explore, engage with, and interact with exhibitions and fellow attendees. These patterns include both explicit and implicit regulations that dictate visitor behaviour, fostering a courteous and favourable environment for learning and inquiry. Huang et al. (2022) assert that etiquette patterns influence visitors' learning experiences by fostering a respectful and organized setting that minimizes distractions and interruptions. Adhering to established conventions enables visitors to concentrate on the exhibits, allocate adequate time to significant displays, and connect more profoundly with the educational material. Iio et al. (2020) assert that the etiquette rules regulating interactions between visitors and human-like guide robots are essential for facilitating courteous, pleasant, and effective communication inside the museum environment. These patterns encompass preserving personal space, adhering to conversational conventions, and modifying behavior for various guests, all of which enhance the overall experience for museum attendees. By adhering to these standards, the robot enhances both museum interaction and education.



Walhimer highlights several important aspects of etiquette patterns:

**1. Signage and Wayfinding:** Museums often use clear signage to direct visitors and communicate rules, such as not touching certain exhibits, maintaining silence in specific areas, or following designated pathways. These helps maintain order and encourage respectful interaction with the exhibits and space

**2. Social norms and behaviour:** Visitors are generally expected to follow social norms like keeping their voices low, respecting personal space, and being mindful of others' experiences. These behaviors contribute to a shared museum experience that is pleasant and enriching for everyone.

**3. Interactive Exhibit Etiquette:** For hands-on or interactive exhibits, Walhimer discusses the importance of guidelines that ensure visitors engage appropriately, wait their turn, use the interactive elements as intended, and clean their hands when necessary. These etiquette patterns prevent misuse and damage while ensuring a positive experience for other visitors.

**4. Cultural Sensitivity:** Museums also promote etiquette that encourages visitors to approach cultural exhibits with respect and an open mind. Visitors are often reminded to avoid behaviours that might be seen as disrespectful, such as inappropriate photography or disruptive conduct near sensitive or sacred objects.

### C. Generativity in Museum

Fan and Luo (2022) study the impact of generativity on museum visitors' interaction with exhibits, the quality of their visit, and their subsequent psychological well-being. Generativity denotes an individual's commitment to future generations and a desire to enhance the well-being of others beyond oneself. This concept, fundamentally grounded in Erik Erikson's developmental theory, is especially pertinent when analyzing cultural and educational environments such as museums, where individuals frequently pursue information, inspiration, and personal development.

Classen (2020) believes that permitting visitors to physically engage with exhibits in museums fosters a more immersive and significant experience. This tactile interaction can enhance the connection between past and present, correlating with the concept of generativity—where individuals feel accountable for maintaining and transmitting cultural information to future generations. Touch functions as a conduit, rendering historical or artistic items more accessible and captivating, enabling visitors to establish a direct connection to the narratives and insights these objects represent.

Wang (2020) primarily concentrates on sensory engagement, establishing evident links to the notion of generativity, especially in relation to how multi-sensory experiences enhance ties with cultural legacy. By stimulating many senses, museums can enhance the emotional and intellectual engagement of visitors, motivating them to take greater responsibility in maintaining and disseminating their acquired knowledge for future generations. This increased involvement, fueled by sensory stimulation, can enhance generative concerns as visitors form more personal connections with the exhibitions and the cultural narratives they embody.

## DISCUSSION

### Analysis Of Visitors' Etiquette Pattern: Muzium Negeri Kedah

#### 1. Methodology

Mixed-method research design integrates both qualitative and quantitative methodologies to provide a comprehensive understanding of research questions. This approach is especially effective in complex fields, such as the social sciences, where multifaceted human behaviours are examined.

In the initial quantitative phase, researchers often utilise surveys to collect numerical data on specific variables, such as visitor demographics, behaviours, and attitudes. This phase allows for statistical analysis and

identification of trends, enabling researchers to quantify patterns, such as the level of adherence to etiquette in museums (Creswell & Plano Clark, 2017).

The qualitative phase complements this by employing techniques such as interviews and observations. These methods facilitate a deeper exploration of participants' motivations and experiences, revealing contextual factors that influence their behaviors (Fetters et al., 2013). By integrating findings from both phases, researchers can validate and enrich their results through triangulation, providing a more nuanced understanding of the research topic (Johnson & Onwuegbuzie, 2004).

Overall, mixed-method research design enhances the richness and validity of research findings, making it a powerful tool for examining complex phenomena in various fields, including visitor studies in museums (Tashakkori & Teddlie, 2010).

## 2. Observation

The use of footprints for tourist orientation at the Kedah State Museum greatly enhances visitor etiquette and navigation. Observations indicate that these footprints effectively guide visitors through the exhibitions, ensuring they do not miss important displays. By following the designated paths, visitors can move more efficiently, reducing congestion and fostering a respectful atmosphere.

This organization not only enhances the educational experience but also promotes proper museum etiquette, encouraging visitors to engage with the exhibits while maintaining a considerate environment for everyone. Research suggests that clear signage, such as footprints, plays a vital role in improving visitor compliance with etiquette standards in museum settings.

Furthermore, the study discovered that the museum offers exceptional facilities for tourists. The museum's parking facility accommodated visitors. Consequently, visitors find it more convenient to park their automobiles in the designated area.

There are 10 permanent exhibition galleries, such as the Culture Hall, the History Hall, the Nature Hall, the Figure Hall, the Transportation Hall, the Arms Hall, the Manuscript Hall, the Textile Hall, the Arts and Crafts Hall, and the Language and Literature Corner.

Air conditioners are available for visitors within the museum. They can ambulate while maintaining a sense of ease. The illumination of the presented objects is appealing since it enhances the artifacts' prominence. They employ an audio technology system to provide information to guests. Restrooms are available for tourists. Additionally, there is a prayer room for Muslims to conduct their prayers. A cafeteria is established by museum management as a space for visitors. Consequently, if the guests experience fatigue, they may repose briefly at the cafeteria.

Last but not least, the researcher believes that the museum's display organization is appropriate. The relic was also appropriate for the exhibition's topic. The era's chronological organization aided the exhibition's ability to convey accurate information to visitors.

## 3. Question Survey

According to the results of a survey regarding museum visits, the interest and pattern.

Table 1 shows the demographic background analysis of the visitors in the museum.

Table 1: Demographic background of the visitors in the museum

Demographic	Details	Frequency	Percentage
Gender	Male	18	36%
	Female	34	64%

<i>Age</i>	15 – 19	14	28%
	20 – 29	33	66%
	30 – 39	2	4%
	40+	1	2%
<i>Race</i>	Malay	50	100%
	Chinese		
	Indian		
	Others		
<i>Religion</i>	Islam	50	100%
	Buddhist		
	Hindu		
	Christian		
	Others		
<i>Education</i>	School	12	24%
	Diploma	32	64%
	Others	6	12%
<i>Occupation</i>	Government	3	6%
	Private	1	2%
	Business	1	2%
	Pension	1	2%
	Student	44	88%

This survey has 50 respondents, representing 34 (64%) females and 18 (36%) males. The percentage of responses indicates that female respondents significantly outnumber male replies.

In this survey, the majority of respondents belong to the 20-29 age group, comprising 33 individuals (66%), followed by the 15-19 age group, which has 14 respondents (28%). A minority of the respondents belong to the age range of 30-39 years, comprising two individuals (4%), and the 40+ age group, consisting of one individual (2%). The majority of responses are between the ages of 20 and 29. This is due to the questionnaires they received during their museum visit.

There are four races: Malay, Chinese, Indians, and others. However, in this research, only one race, the Malay, completed the questionnaire, with a majority of 50 respondents (100%). It shows that only the Malay race gets the questionnaires.

For religion shows that the 50 respondents are all Islam (100%).

This is because only Malay people were present during the questionnaire distribution. Most of the respondents are diploma holders, with 64% participating in this research. For occupation, most of the respondents are students with 44 (88%) followed by the government with 3 (6%). In comparison, one (2%) respondents came from private, business and pension.

Table 2: Analysis of Museum Visit – Interest and Pattern

<b>Question Number</b>	<b>Statement</b>	<b>Percentage</b>
<i>Q1</i>	<i>I can understand the content of this museum</i>	90%
<i>Q2</i>	<i>I am satisfied after visiting this museum</i>	76%
<i>Q3</i>	<i>I enjoyed it while walking around the museum</i>	64%
<i>Q4</i>	<i>The overall composition of the exhibitions chronologically appropriate</i>	70%
<i>Q5</i>	<i>The exhibition here has an interesting arrangement</i>	64%



Q6	<i>The exhibition here provides me with enough knowledge</i>	72%
Q7	<i>The exhibition here enhances my understanding of Kedah State</i>	72%
Q8	<i>The sign of the footprints provided on the floors helps guide me towards the whole museum</i>	66%
Q9	<i>I did not miss any part of the exhibit in the museum</i>	66%
Q10	<i>I am satisfied with the facilities provided at the museum</i>	68%
Q11	<i>I would encourage others to visit this museum</i>	72%

For Q1, in this survey, the majority of respondents, totalling 45 (90%), agree with this statement. Q2, the data indicates that the majority of respondents, 38 (76%) in total, express satisfaction after visiting the museum. For Q3, thirty-two respondents (64%) claimed their enjoyment while touring the museum, constituting the majority. Q4, regarding the chronological adequacy of the exhibition composition, 35 respondents expressed agreement, constituting the majority.

Q5, the majority of respondents, 32 in total, agree that the show has an intriguing arrangement, while an additional nine express great agreement with this assertion. Q6, 36 respondents agree that the exhibition provides them with enough knowledge. Q7, 36 respondents agree that this statement helps them to enhance their understanding of Kedah State. Q8, 33 respondents agreed with the statement. Q9, 33 respondents agree that they did not miss any part of the exhibit. Q10, 34 respondents agree because of their satisfaction with the facilities provided. Q11, most of the respondents agreed to encourage others to visit the museum with 36 respondents.

Q12, Do you think the footprints provided in the museum will help visitors to explore the museum better? The researcher observes that the responses from the participants usually agree with the purpose of the footprint. The footprints may help visitors navigate the exhibit by indicating their route. Visitors can explore the museum without missing any exhibitions or treasures on display. Q13, What is your opinion to attract more visitors to this museum? According to the majority of respondents' feedback, the museum management needs to improve digital utilization to boost visitor engagement, especially through innovative digital advertising. The administration might implement additional activities for guests to enhance their experience during visits. The museum must engage in ongoing enhancements and modifications to elevate the quality of its exhibitions, ensuring their functionality. Finally, it is essential to ensure that the artifacts are visually appealing and well-maintained for future visitors to acquire new experiences.

## CONCLUSION

The museum holds significant importance in our society. The museum serves as a state-sponsored educational institution aimed at imparting knowledge about culture and history. Through exhibits and interpretations, the museum curates a specific perspective on history and culture, conveys a narrative, and generates educational materials. A museum serves as a sanctuary for individuals to cultivate tranquility, foster positive thoughts, and derive inspiration throughout their visit. Understanding the museum's significance implies that we should preserve all our life experiences to improve the future.

Additionally, the researcher aims to develop an improved flow pattern to assist visitors at the museum. This research will assist with the museum's ongoing enhancements by examining visitor walking patterns. This research can serve as a framework for other museums to establish appropriate walking patterns as suggestions for future developments. The results of this research will have an impact on society, the nation, culture, and heritage, as museums in Malaysia primarily serve as custodians of history, reflecting the country's identity and heritage. Failure to resolve this issue will result in the museum losing its appeal to visitors.

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