ANALYSIS OF MARKETING ASPECT IN FEASIBILITY STUDY OF ASIAN CULTURE GALLERY IN WEST JAKARTA

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Abstract

Based on the data and explanation above, the writer decided to make a business feasibility study from the marketing aspect of an art gallery. The art gallery that will be discussed in this business feasibility study is entitled Asian Culture Gallery. The Asian Culture Gallery, located in West Jakarta, is an art gallery that displays various paintings and explanations of traditional culture, such as traditional dances, special foods, official languages and also traditional clothing from various countries in Asia. These countries include South Korea, Japan, Indonesia, India and the Middle East. In order to produce supporting data, reliable data sets and sources are needed. Therefore, the data obtained must be valid and reliable data. The business feasibility study of the Asian Culture Gallery located in West Jakarta collects data using scientific methods, namely primary data and secondary data. This art gallery will also display some examples of paintings, information and products from the country concerned. The Asian Culture Gallery questionnaire has been distributed online to 153 respondents to find out market interest and responses to questions or statements given. From a market perspective, this gallery is worth running.

Keyword: Market, Feasibikity, Gallery, Business.

INTRODUCTION

The tourism industry is growing rapidly from year to year. According to Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism (2009) tourism is various kinds of tourism activities accompanied by various facilities and services provided by the community, businessmen, government, and local governments. In carrying out various activities, tourism has an impact on the Indonesian people. One of them is the number of foreign tourists who come to visit Indonesia. The number of foreign tourist visits or foreign tourists in July 2020 was 159.8 thousand visits. This number decreased by 89.12 percent, when compared to the number of visits in July 2019. However, the number of foreign tourist arrivals in July 2020 increased by 0.95 percent when compared to June 2020. DKI Jakarta is the capital city of the Republic of Indonesia, which has a population that continues to increase. Based on Table 1, the total population of DKI Jakarta in 2019 was 11,063,324 people. This number includes foreign citizens or foreigners who live as many as 4,380 people. If you look closely, West Jakarta ranks second after Central Jakarta, with a population density of 19,592 people/km2. With the large population density in the DKI Jakarta area, precisely in West Jakarta, it is possible that the business feasibility study made will be in the West Jakarta location.

According to International Council of Museum (2021) museum is a non-profit institution in the service of society and its development, open to public which aquires, conserves, researchers, communicates the tangible and intangible heritage of humanity and its environmment for the purpose of education, study and enjoyment. According to Carrier & Jones (2016), the gallery is the public site where art is first seen. This is a commercial site, where aesthethic judgement are made. Business feasibility studies are needed by investors, creditors, management companies, governments and communities, and for economic development purposes (Juliana & Carroline, 2020)

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Before working on the business plan, the first questionnaire was distributed online through social media, such as LINE and What's app, to see people's interest in the art galleries offered.

Table 1 Respondents Data

Indicator	Respondent		
	Statement	Frequency	Percentage
Age	18 years	1	1.9
	19 years	1	1.9
	20 years	6	11.3
	21 years	18	34.0
	22 years	15	28.3
	23 years	4	7.5
	24 years	5	9.4
	25 years	1	1.9
	26 years	1	1.9
	27 years	1	1.9
Gender	Male	13	24.5
	Female	40	75.5
Domicile	West Jakarta	22	41.5
	South Jakarta	1	1.9
	North Jakarta	3	5.7
	Central Jakarta	2	3.8
	East Jakarta	5	9.4
	Tangerang	12	22.6
	Other	8	15.1
Citizenship	Indonesian Citizens	53	100
	Junior high school	1	1.9
	Senior High School	20	37.7
	Diploma 1-3	1	1.9
	Diploma 4/S1	31	58.5
Profession	Student	31	58.5
	Private employees	12	22.6
	Entrepreneur	3	5.7
	Employee	4	7.5
	Other	3	5.7
Income	<Rp.1000.000	14	26.4
	Rp.1000.000-Rp.3000.000	24	4.3
	Rp.3000.000-Rp.6000.000	9	17
	>Rp.6000.000	6	11.3
How many times do you visit a gallery in a month?	1 times	46	86.8
	2 times	6	11.3
	3 times	1	1.9
How much time do you spend visiting a gallery?	<1 hour	14	26.4
	1-2 hour	33	62.3
	>2 hour	6	11.3
What is your motivation for visiting a gallery?	Refreshing	42	79.2
	Education	8	15.1
	Other	3	5.7
When do you usually visit the gallery?	Weekday	10	18.9
	Weekend	35	66
	National holiday	6	11.3
	Other	2	3.8
Who do you usually visit a gallery with?	Alone	4	7.5
	Family	4	7.5
	Friends	39	75.6
	Couples	5	9.4
	Other	1	1.9

Where did you get the information about the gallery?	Family	2	3.8
	Friends	9	17
	Social media/ internet (twitter, instagram, facebook, line, website)	41	77.4
	Other	1	1.9
What factors are your considerations in visiting a gallery?	Artwork collection	26	49.1
	Themes on offer	23	43.4
	Price offered	3	5.7
	Other	1	1.9
What facilities do you need in a gallery?	Dining/canteen	6	11.3
	Spots to take pictures	31	58.5
	Parking area	4	7.5
	WIFI	6	11.3
	Adequate Toilet	6	11.3

Source : Processed data (2020)

With 53 respondents, this business feasibility study is considered valid and can be continued. Based on the processed data above, respondents aged 21 years had the most interest, namely 18 respondents (34.0%), followed by respondents aged 22 years as many as 15 respondents (28.3%), age 20 years as many as 6 respondents (11 .3%), age 24 years as many as 5 respondents (9.4%), age 23 years as many as 4 respondents (7.5%), age 18 years as many as 1 respondent (1.9%), age 19 years as many as 1 respondent (1.9%), 1 respondent aged 25 years (1.9%), 26 years old was 1 respondent (1.9%) and age 27 was 1 respondent (1.9%). Respondents who filled out the questionnaire were dominated by women as many as 40 respondents (75.5%) and followed by men as many as 13 respondents (24.5%). Residences located in West Jakarta have the most results with 22 respondents (41.5%), Tangerang as many as 12 respondents (22.6%), others as many as 8 respondents 915.1%), East Jakarta as many as 5 respondents (9.4 %), North Jakarta with 3 respondents (5.7%), Central Jakarta with 2 respondents (3.8%) and South Jakarta with 1 respondent (1.9%). Because, the location of this business feasibility study is in West Jakarta, the number of respondents who fill in having Indonesian citizenship or Indonesian citizens is 53 respondents (100%). However, this business feasibility study can also be enjoyed by visitors from various other countries. Respondents who had the latest education in the form of diploma 4/S1 were 31 respondents (58.5%), senior high school were 20 respondents (37.7%), diploma 1-3 were 1 respondent (1.9%) and junior high school was 1 respondent. (1.9%).

Respondents who have filled out this first questionnaire have various occupations, work as a student has the highest number of 31 respondents (59.5%), private employees as many as 12 respondents (22.6%), employees as many as 4 respondents (7.5%), entrepreneurs as many as 3 respondents (5.7%) and others as many as 3 respondents (5.7%). Based on information in the form of total income per month obtained, as many as 24 respondents have an income of IDR 1,000,000 - IDR 3,000,0000, this number is followed by 14 respondents (26.4%) who have an income of < IDR 1,000,000, as many as 9 respondents (17.0%) had an income of Rp. 3,000,000 – Rp. 6,000,000 and the remaining 6 respondents (11.3%) had an income of > Rp. 6,000,000. Respondents who visited a gallery in one month for 1 time as many as 45 respondents (86.8%), 2 times as many as 6 respondents (11.3%) and for 3 times as many as 1 respondent (1.9%). This is followed by the length of time spent visiting the gallery, 33 respondents (62.3%) spent 1-2 hours, 14 respondents (28.4%) spent < 1 hour and 6 respondents (11, 3%) spent > 2 hours. Respondents have various motivations in visiting a gallery, as many as 42 respondents (79.2%) as refreshing as motivation, 8 respondents as educational motivation (15.1%) and other motivations as 3 respondents (5.7%). Respondents usually visit the gallery on weekends as many as 35 respondents (66.0%), national holidays as many as 6 respondents (11.3%), weekdays as many as 10 respondents (18.9%) and other days as many as 2 respondents (3, 8%). Respondents visited together with friends as many as 39 respondents (73.6%), couples as many as 5 respondents (9.4%), alone as many as 4 respondents (7.5%) and together with others as many as 1 respondent (1.9%).

If you look further, respondents get information about the gallery from sources in the form of social media/internet (Instagram, Twitter, Facebook, LINE, Website, etc.) as many as 41 respondents (77.4%), sources in the form of friends as many as 9 respondents (17.0). %), sources in the form of family as many as 2 respondents (3.8%) and other sources as many as 1 respondent (1.9%). Respondents have factors that are taken into consideration in visiting a gallery, factors in the form of a collection of works of art as many as 26 respondents (49.1%), factors in the form of themes offered by 23 respondents (43.4%), factors in the form of prices offered by 3 respondents (5.7%) and other factors as much as 1 respondent (1.9%). In visiting a tourist spot, respondents want a facility to complement the tourist spot. Facilities in the form of spots to take pictures as many as 31

respondents (58.5%), Wi-Fi as many as 6 respondents (11.3%), adequate toilets by 6 respondents (11.3%) and facilities in the form of places to eat/canteen as many as 6 respondents (11.3%).

In Provincial Regulation of the Special Capital City Region of Jakarta Number 6 of 2015 concerning Tourism there are several elements of tourism contained, namely tourist attractions, public facilities, tourism facilities, accessibility and related communities. Tourist attraction is everything that has a characteristic, beauty and value, which is a diversity of natural wealth, culture and man-made products. Cultural Tourism Attractions are all kinds of activities which include providing infrastructure and facilities for tourists, managing cultural tourism attraction businesses, as well as providing infrastructure and facilities for the surrounding community to participate in tourist attraction business activities. Meanwhile, cultural tourism attractions are historical and archaeological heritage sites, cultural heritage, historical buildings, monuments, museums, local cultural villages, arts and cultural activities, art and cultural galleries, pilgrimage objects, and religious tourism. Art and cultural galleries are one example of the above cultural tourist attractions.

RESEARCH METHODS

In order to produce supporting data, reliable data sets and sources are needed. Therefore, the data obtained must be valid and reliable data. The business feasibility study of the Asian Culture Gallery located in West Jakarta collects data using scientific methods, namely primary data and secondary data. According to Sekaran & Bougie (2016) Primary data is the data that the researcher gathers first hand through interviews, observation, administering questionnaires, and experiments. According to Sekaran & Bougie (2016) A questionnaire is a written set of questions to a number of respondents and accommodated by the answers given. According to Brayman & Harley (2018) Sample is the segment of population that is selected for researchers. According to Sekaran & Bougie (2016) In probability sampling, the elements of population have non zero chance.

According to Sekaran & Bougie (2016) In non probability sampling, the elements of population do not have any probabilities so they are selected as samples. In processing data from the respondents, the researcher performed several sampling techniques. According to (Sekaran, Uma and Bougie, 2016) Convenience sampling is the collection of information who are conveniently available to provide it. According to Sekaran & Bougie (2016) Purposive sampling refers to a specific types of people who can provide the desired information, because they have some criteria by the researcher. According to Sekaran & Bougie (2016) Observation refers to watching, recording, analysis, and interpretation of behavior, action, or events activity. According to Sekaran & Bougie (2016) Secondary data refers to data that have been collected. The sources of data might be statistical bulletin, government publication, and the internet. According to Brayman & Harley (2018) Validity refers to the issue of whether or not an indicator to measure a concept. According to Brayman & Harley (2018) Reliability refers to a consistency of a measure indicates.

RESULTS AND DISCUSSION

Demand analysis is needed to find out the number of requests contained in a consumer. According to Kotler et al. (2019) the demand refers to the willingness and ability of byers to purchase different quantities of a product or service. Asian Culture Gallery uses a questionnaire to collect market data. Asian Culture Gallery uses a questionnaire to collect market data. The overall sample size should be 150 and more. There also should be a ratio of at least five cases for each of the variable. The total sample size to be taken is 150 and above and each question must have five respondents. The Asian Culture Gallery questionnaire has 32 questions, so the researcher must nominate 160 respondents. Researchers have distributed questionnaires online and managed to collect as many as 192 respondents. The Asian Culture Gallery questionnaire consists of three main parts. The first part consists of nine questions regarding the respondent's profile, the second part consists of eight questions regarding market conditions and the third part consists of 32 questions regarding the marketing mix or 8Ps from the Asian Culture Gallery. The following is the result of processed respondent profile data from the Asian Culture Gallery.

Respondents who filled in the age of 18 years were 3 respondents (1.6%), aged 19 years were 8 respondents (4.2%), aged 20 years were 36 respondents (18.8%), aged 21 years were 72 respondents (37.5%), aged 22 years as many as 55 respondents (28.6%), aged 23 years as many as 6 respondents (3.1%), aged 24 years as many as 4 respondents (2.1%), aged 25 years as many as 4 respondents (2.1%), aged 26 years as many as 2 respondents (1.0%), aged 27 years as many as 1 respondent (0.5%), and aged 32 years as many as 1 respondent (0.5%). Respondents who filled out the questionnaire were dominated by female sex as many as 130 respondents (67.7%) and followed by male sex as many as 62 respondents (32.3%). The average respondent area of residence in West Jakarta is 65 respondents (33.9%), North Jakarta is 26 respondents (13.5%), Central Jakarta is 4 respondents

(2.1%), South Jakarta is 2 respondents (1.0%), East Jakarta as many as 5 respondents (2.6%), Tangerang as many as 82 respondents (42.7%), and others as many as 8 respondents (4.2%). The last education of the respondents was dominated by education at the SMA/SMK level as many as 102 respondents (53.1%), diploma 4/S1 as many as 81 respondents (42.2%), diploma 1 – 3 as many as 8 respondents (4.2%), and junior high school as many as 1 respondent (0.5%). Respondents have a variety of jobs, work as a student as many as 147 respondents (76.6%), work as a private employee as many as 18 respondents (9.4%), work as an entrepreneur as many as 11 respondents (5.7%), work as an employee as many as 8 respondents (4.2%), and other occupations as many as 8 respondents (4.2%). Respondents have different total monthly income, income of < IDR 1,000,000 as many as 55 respondents (28.8%), income of IDR 1,000,000 - IDR 3,000,000 as many as 80 respondents (41.7%), income of IDR 3,000,000 – IDR 6,000,000 for 45 respondents (23.4%), and income of > IDR 6,000,000 for 12 respondents (6.3%).

1. Market Condition

In one month as many as 175 respondents (91.1%), 2 times in one month as many as 15 respondents (7.8%), and more than 3 times in one month as many as 2 respondents (1.0%). The respondents spent time visiting a gallery for less than 1 hour as many as 48 respondents (25.0%), for 1-2 hours as many as 123 respondents (64.1%), and more than 2 hours as many as 21 respondents (10.9 %). Respondents have various motivations in visiting a gallery, as a reason for refreshing as many as 154 respondents (80.2%), as a reason for education as many as 31 respondents (16.1%), as a reason for work as many as 3 respondents (1.6%), and reasons for other as many as 4 respondents (2.1%). The right time to visit the gallery for respondents, on weekdays as many as 39 respondents (20.3%), on weekends as many as 120 respondents (62.5%), during national holidays as many as 25 respondents (13.0%), and on other days as many as 8 respondents (4.2%). On average, 18 respondents (9.4%) visited the gallery by themselves, with friends 117 respondents (60.9%), with 37 respondents (19.3%) family, and 20 respondents (10) with a partner (10). ,4%). Information was quickly obtained by respondents, information from family was 7 respondents (3.6%), information from friends was 36 respondents (18.8%), information from print media/newspapers was 3 respondents (1.6%), information from social media/internet (Instagram, Twitter, Facebook, LINE, Website, etc.) was 145 respondents (75.5%), and information from other sources was 1 respondent (0.5%).

Respondents consider various factors in visiting a gallery, art collections are 94 respondents (49.0%), themes offered are 89 respondents (46.4%), prices offered are 8 respondents (4.2%), and factors other as much as 1 respondent (0.5%). Respondents certainly need facilities in visiting a gallery, facilities in the form of a place to eat or canteen as many as 19 respondents (9.9%), facilities in the form of spots to take pictures as many as 103 respondents (53.6%), facilities in the form of parking lots as many as 16 respondents (8, 3%), facilities in the form of adequate toilets as many as 37 respondents (19.3%), facilities in the form of CCTV as many as 3 respondents (1.6%), facilities in the form of Wi-Fi as many as 12 respondents (6.3%), and other facilities as many as 2 respondents (1.0%).

2. Marketing Mix

This section of the questionnaire contains 32 questions related to product or product, price or price, place or distribution, promotion or promotion, packaging or packaging, programming or programming, partnership or cooperation and people or employees. Each question is given a scale, so validity and reliability tests are needed. In this study, the researchers got 192 respondents and using a significance of 0.05, the rtable was 0.1417.

Table 2 Questionnaire Validity Test

Description	Corrected Item-Total Correlation
The gallery's products are in the form of traditional Indonesian and foreign cultures, such as language, traditional clothes, special foods and traditional dances	0,657
Entrance ticket is required to enter the gallery	0,527
Regular merchandise yaitu tote bag Regular merchandise, namely tote bags	0,591
Silver merchandise, namely gallery t-shirts and hats	0,571
The ticket purchase package and regular membership have the opportunity to showcase new concepts for 15 days and get	0,634

regular merchandise	
The ticket purchase package and silver membership have the opportunity to showcase a new concept for 30 days and get silver merchandise	0,607
The ticket purchase price is around IDR 50,000	0,585
Regular merchandise prices range from Rp 90,000	0,594
The price of silver merchandise is around R 150,000	0,564
The ticket purchase package along with regular membership ranges from Rp. 120,000	0,686
The ticket purchase package with silver membership is around IDR 180,000	0,610
Promotion is done by advertising through social media, namely Instagram, Twitter, Website, Facebook	0,704
Promotion is carried out with sales promotion, namely giving a 5% discount if visitors upload photos while visiting the Asian Culture Gallery	0,684
Giving merchandise during soft opening	0,574
Promotion is carried out through interactive media, with send notifications via email and post on social media	0,742
Promotion is done by personal selling, by interacting directly with consumers	0,597
Ticket reservations can be made by telephone and travel agents	0,610
Information is easy to get through social media	0,646
Information about the gallery is obtained directly by visiting the gallery	0,538
Giving 10% discount to commemorate Christmas	0,757
Giving 10% discount to commemorate Indonesia's Independence Day (17 August)	0,619
Giving 10% discount to commemorate Eid Al-Fitri	0,691
Employees wear uniforms that are neat, clean and comfortable (tangible)	0,701
Employees have foreign language skills (assurance)	0,675
Employees care about consumer needs (empathy)	0,625
Employees have good knowledge of gallery contents (reliability)	0,672
Employees have a responsive attitude to consumers who have difficulty (responsiveness)	0,671

Employees receive training first before handling customers	0,673
Cooperating with hotels and travel agent	0,607
Cooperating with various banks in serving payments using debit or credit	0,657
Collaborating with various print media and influencers	0,646
Cooperate with service providers such as Traveloka and Tiket.com to purchase tickets online	0,669

Source: (Data Processing Results, 2020)

Based on the validity test that has been processed, all questions can be declared valid because they exceed the value of r table of 0.1417.

Table 3 Questionnaire Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,956	0,960	32

Source: (Data Processing Results, 2020)

According to Anderson et al. (2020), the Cronbach Alpha values of 0,7 or higher give greater confidence in the quality of a group that they nominal of questionnaire items. The statement of marketing mix or 8P in the questionnaire uses a Likert scale from one to six. Number one (1) to answer the question strongly disagree, number two (2) to disagree, number three (3) to tend to disagree, number four (4) to tend to agree , five (5) for agree (S), and six (6) for strongly agree.

According to Morrison (2018) market segmentation is one of dividing the visitor market into groups that share common characteristics. This market segmentation will help companies to define services that fit into a group. Market segmentation can be grouped into several characteristics. According to Morrison (2018) demographic segmentation is to profiling tourists according to census-style characteristics, such as age, education, occupation, income, and household composition. From the results of the processing of demographic data, it was found that the majority of respondents were people who were 21 years old, female gender, last education was SMA/SMK, work as a student/student and total monthly income of Rp. 1,000,000 – Rp. 3,000,000.

According to Morrison (2018), geographic segmentation is to describing markets by place of residence. From the results of geographic data processing, it was found that respondents who live in Tangerang have the most respondents, West Java ranks second and the rest is dominated by people who live in Jakarta and other cities.

According to Morrison (2018), psychographic segmentation is to dividing up visitors by their psychological orientations: lifestyle; or activities, interests, and opinions. From the results of processed psychographic data, it was found that, respondents had visited the gallery at least once a month, respondents spent 1-2 hours visiting the gallery, respondents usually visited the gallery on weekends, respondents visited the gallery with friends, respondents knew information about gallery through social media/internet (Instagram, Twitter, Facebook, LINE, Website, etc.), the factor in the form of the theme offered is considered by respondents in visiting a gallery and facilities in the form of a photo spot are needed in a gallery.

According to Morrison (2018), to differentiating among groups of visitors based on past purchasing and travel behaviors. The results of the processing of behavioral data showed that respondents strongly agreed with the gallery's products in the form of traditional cultures from Indonesia and abroad, such as language, traditional clothing, typical food and traditional dances.

According to Morrison (2018), market segment selected by a hospitality and travel industry for marketing attention. Single-Target Market Strategy is a strategy that is often referred to as niching, which is choosing one target market in order to provide maximum service. The essence of this market strategy is to avoid direct competition with well-known companies. Concentrated Marketing Strategy is a strategy that has a function that is almost similar to a single-target market strategy. This strategy selects several target markets and focuses on those target markets. Full-Coverage Marketing Strategy is a strategy that is usually used by large and well-known companies that have many branches. This strategy selects all existing target markets and provides comprehensive services to each target market. Undifferentiated Marketing Strategy is a market strategy using the same marketing mix in each target market. Based on this understanding of the market strategy, the Asian Culture Gallery uses a

single-target market strategy that focuses on one target market. The target market is people aged 12 years and over who have an interest in visiting a gallery.

According to Morrison (2018), the marketing mix is the one of the key professional principles of the marketing for achieving the marketing objectives for each target market. Marketing mix is one of the main keys in marketing. This is done to achieve the objectives of marketing or 8Ps, which include, product or product, price or price, place or distribution, promotion or promotion, packaging or packaging, programming or programming, partnership or cooperation and people or employees. Each of the 8Ps will be described in detail below :

According to Morrison (2018), the product is includes physical products such as, attractions, facilities, transportation, infrastructure and also has a human dimension. Asian Culture Gallery offers a variety of products that can be enjoyed by visitors. The gallery's products are in the form of traditional cultures from Indonesia and abroad, such as language, traditional clothes, special foods and traditional dances. Products will be displayed through painting displays and television placements in each country and can be enjoyed by people aged 12 years and over. The following is a list of Asian Culture Gallery products.

According to Morrison (2018), price is a major determinant of profitability, also tend to attract certain markets and repel other. Price is a factor that determines profits in a company. Therefore, the price can also attract the market share of competitors in running their business.

According to Morrison (2018), Place represents distribution and the online travel trade channels to a destination. According to Armstrong et al. (2018), a company uses persuasively to communicate customer value and build customer relationships. According to Armstrong et al. (2018), advertising is an advertising promotion that aims to inform and invite the public to know about a product or organization. Based on the results of SPSS data processing for the advertising promotion section, Asian Culture Gallery carries out promotional activities by means of advertising through social media, namely Instagram, Twitter, Website using endorsements from famous people.

According to Armstrong et al. (2018), sales promotion is used by companies to provide short-term incentives in order to increase product or service sales. Based on the results of the SPSS data processing for the sales promotion section, the Asian Culture Gallery provides a 5% discount if consumers upload photos during a visit to the Asian Culture Gallery. Other programs from the Asian Culture Gallery are giving a 10% discount on Christmas, giving a 10% discount on Indonesia's Independence Day, giving a 10% discount on Eid al-Fitr and giving a 50% discount on the Day of World Cultural Diversity. with Reformation day

According to Armstrong et al. (2018), personal selling is carried out personally by the company to make sales. Based on the results of SPSS data processing for the promotion of personal selling, the Asian Culture Gallery sells by interacting directly with consumers, namely through direct sales at the Asian Culture Gallery.

According to Armstrong et al. (2018), public relations is a form of promotion carried out to establish good relations with various consumers so as to get publicity. Based on the results of the SPSS data processing above, the Asian Culture Gallery carries out public relations promotions via email and uploads all information on social media. Asian Culture Gallery will promote through Instagram, Twitter, Website, brochures, flyers and other media.

According to Morrison (2010) merchandising is a form of promotion by providing various merchandise to stimulate sales. Based on the results of the SPSS data processing above, the Asian Culture Gallery carries out a promotion by providing merchandise in the form of tote bags, t-shirts and gallery hats while supplies last.

According to Morrison (2010) packaging is the combination of services and facilities into a single price offering. Asian Culture Gallery offers packages in the form of purchasing tickets with regular membership and packages in the form of purchasing tickets with silver membership.

According to Morrison (2018) Opportunities for destinations to arrange special activities that are attractive to visitors. According to (Morrison, 2010) partnership is an operative promotions and other cooperative marketing by hospitality and travel organizations. Culture Gallery collaborates with various types of banks such as BCA and Mandiri to facilitate payments for consumers using debit or credit.

According to Morrison (2010) people is all organization's employees (hosts) who provide services to customers. It also includes the customers (guests). According to Morrison (2010) there is the term TQM or Total Quality Management, which is used to determine consumer needs. Total Quality Management or TQM is divided into five stages: management commitment, focusing on employees and customers, continuous development, focusing on every action, involvement of everyone. Asian Culture Gallery applies the model TQM to all employees in order to provide the best service with training before handling consumers. Based on the results of the processing of marketing mix data for employees, the Asian Culture Gallery applies service quality: employees wear neat, clean and comfortable uniforms (tangible), employees have foreign language skills (assurance), employees care about consumer needs (empathy), employees have knowledge both regarding the content of the gallery (reliability), employees have a responsive attitude to consumers (responsiveness).

CONCLUSION

The Asian Culture Gallery questionnaire has been distributed online to 153 respondents to find out market interest and responses to questions or statements given. From the distribution that has been done, most of the respondents gave positive responses regarding the marketing mix statement which contains product, price, place, promotion, packaging, programming, partnership and people. The results of the Asian Culture Gallery's reliability test on 32 indicators, it was found that Cronbach's alpha was 0.956 which was declared reliable because it was greater than 0.7. From a market perspective, this gallery is worth running.

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