

**Kretek Museum and Preservation of Historical Heritage of the Kudus Kretek Cigarette Industry 1986-2010 as a source for learning history**Rifky Yoga Pratama<sup>1</sup>**Abstract**

This article aims (1) to determine the role of museums in preserving the setting of the heritage cigarette industry, (2). To find a clove museum under the management of PPRK, (3). To find a clove museum under the management of the Holy Disbudpar. The benefits that can be obtained from this study are increasing knowledge for the reader on the history of past Cigarettes in the Dutch East Indies until this era and growing understanding of the Holy Kretek Museum. The method used is historical research that includes four stages: heuristic, source criticism, interpretation, and historiography. The spatial scope of this research is the Getas Village Housing Jati subdistrict, while the temporal scope of the authors takes the years 1986-2010. It can be concluded that the Kretek Museum was built to emphasize the Holy City as the City of Kretek. Kretek Museum presents a collection of objects relating to the development of cigarette companies.

**Keywords:** *Holy Kretek Museum, Cigarettes Industry, History*

**Introduction**

Everything has its history, including kretek cigarettes. The success of the existing giant cigarette companies was not achieved suddenly; instead, it was a long history and a tiring journey that had to be overcome. We can read about the long history of Kretek cigarettes and their journey in Indonesia at the Kretek Museum in Kudus. Kudus is nicknamed the city of Kretek because it cannot be separated from historical factors, namely the birth of Kretek cigarettes made by the native Kudus people.

The development of cigarettes in Kudus is very rapid; the number of large and small cigarette companies proves this. The biggest company is PR. Djarum, which was founded in 1951, then PR. Nojorono, which was founded in 1932, followed by PR.Sukun in 1948 and PR. Jambu Bol was founded in 1937. After seeing the potential for developing increasingly large cigarette companies, Mr. Soepardjo Roestam appealed to several advanced Kretek cigarette companies to preserve the nation's culture. Finally, in 1983, the entrepreneurs who were members of the PPRK ( Holy et al. Company Association) agreed to maintain the culture of past human civilization regarding the history of the development of kretek cigarettes through the

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Establishment of a kretek museum, starting on December 11, 1984, with the PPRK and the government. The region marked the development by laying the first stone by the Regent, Head of the Level II Kudus Region at that time, who was still in office by Mr Hartono (Titiani, 2017). So in 1986, the construction of the Kretek Museum, which was located in the city of Kudus, precisely in the village of Getas Pejaten, Jati District, was completed, and the use of the museum was inaugurated by the Minister of Home Affairs, Mr. Soepardjo Roestam on October 3, 1986.

In today's era of rapidly developing technological development, the role of museums is highly expected to collect, maintain, and communicate research-based objects that are concrete evidence of the cultural development process. A museum is a permanent institution open to the public, not seeking profit, serving society and its development. It collects, cares for, communicates, and exhibits for study, education, and enjoyment of material evidence of humanity and its environment (Sutaarga, 1991 : 3).

The Kretek museum has an essential meaning for historical science, especially for the history of the cigarette industry in Kudus because, in this city, most residents depend on it for their living. Clove cigarettes are the backbone of the Kudus community. The Kretek Museum is a place to reconstruct the history of Kudus Kretek Cigarettes from the glory era of the King of Kudus Kretek Cigarettes, Niti Semito, to the development of the Kudus cigarette industry in the modern era. So, the Kretek Museum functions as a means of education, research, and recreation. The aim of building the Kretek Museum is to present a collection of objects related to the development of the Kretek cigarette company as an effort to increase the entrepreneurial values of the past and present to be continued and improved in the future so that the current and future young generations are expected to have a robust entrepreneurial spirit. Tough (Ahfas et al., 2008, p. 70 ).

### **Method**

In order to obtain information according to what is formulated in the problem or research objective, a comprehensive design or plan regarding the sequence of research work is needed in the form of an operational formulation of a scientific method, details of the big ideas of the decision as a choice along with the scientific basis or reasons. The research method used in this research is the historical method. The method used in writing this thesis is historical research. The historical method is the process of critically examining and analyzing records and remains of the past. (Gottschlak, 1975 , p. 32). The historical method has four steps/stages: heuristics, source criticism, interpretation, and historiography.

## Results and Discussion

The emergence of cigarette industries in Kudus will give rise to intense business competition, so each company's leaders are worried that they will bring each other down (Sutomo, 2006). To allay these concerns, the leaders of every cigarette company throughout Kudus held a gathering to discuss the formation of a forum related to the cigarette industry in Kudus in the early 1930s (Rochman, 2015). The forum was formed to be a gathering place for Kudus cigarette companies to discuss the problems faced by the company and how to solve them. So, with the formation of this forum, it is hoped that it can foster healthy competition between cigarette companies in Kudus (Mulyati et al., 2014). Finally, the forum was inaugurated with the name "PPRK" (Holy Cigarette Company Association).

The idea of creating a kretek museum, initiated by Mr. Soepardjo Roestam when he served as Governor of Central Java, was very well received by the Kudus Cigarette Factory Association (PPRK) (Jovani, 2016). The Kretek Museum construction project is seen as an effort to save objects related to the cigarette industry in Kudus. The Kretek Museum commemorates Kudus as the first city where kretek cigarettes were discovered (Batubara et al., 2013). Construction is planned to be completed within 22 months. Funding for the construction of the Kretek Museum was borne by the PPRK (Holy Cigarette Factory Association), namely PT Djarum, PR Nojorono, PR Sukun and PR Djambu Bol. The funds spent are equal to 200 million rupiah. Meanwhile, the Kudus Regency Government provided funds of 25 million rupiah. Since then, the Kretek museum has been managed by the PPRK, especially in terms of caring for historical relics of the Kretek cigarette industry in Kudus. The Kudus Cigarette Company Association has made many efforts to introduce the Kretek Museum to the public. One example is not charging museum entrance fees; visitors are only asked to pay a voluntary fee. This was unsuccessful in introducing the Kretek Museum as a place to store historical objects. Ironically, even though there is no fee, this museum can be said to be empty of visitors. Every month, the number of visitors is only around 300 people or an average of ten visitors per day, and most of them are students who can be said not to be a community of cigarette lovers.

Museums are considered boring places, so they are not a reference for places worth visiting. Apart from that, wrong management also contributed to the decline that befell the kretek museum. One fact that cannot be changed is fundamental needs and principles regarding funding. PPRK, as the party in complete control of the management of the Kretek Museum, apparently experienced difficulties in terms of funding. PPRK feels it can no longer afford all the financing for the Kudus Kretek Museum. The climax was on December 10, 2007, when

PPRK officially delegated authority over the Kretek Museum to the Kudus Regency Government.

Some of the museum's collections include various artifacts of kretek-making equipment, cigarette-making diorama paintings, replica statues, photographs, and documents. Various examples of kretek produced are displayed according to type and year, ranging from klobot (cigarettes rolled using corn leaves) and handmade kretek to kretek made with modern machines. Everything is arranged into two separate parts: the traditional equipment collection is on the left side of the room, while the modern equipment is on the right side.

The Kretek Museum was built to emphasize the city of Kudus as the City of Kretek. The Kretek Museum is a place to reconstruct the history of Kudus Kretek Cigarettes from the glory era of the King of Kudus Kretek Cigarettes, Niti Semito, to the development of the Kudus cigarette industry in the modern era. The Kretek Museum presents a collection of objects related to the development of the kretek cigarette company, such as artifacts of kretek-making equipment, cigarette-making diorama paintings, replica statues, photographs, and documents relating to the development of the kretek cigarette industry in Kudus.

The management of the Kretek Museum was first held by the Kudus Cigarette Company Association (PPRK) and then, in 2007, was transferred to the Kudus Regency Government. When the PPRK managed it, this museum had few visitors; perhaps this was a result of the museum's lack of maintenance, which ultimately added a minus point to the Kretek Museum. The efforts made by PPRK to introduce the Kretek museum to the public include not charging museum entrance fees but only asking visitors to pay a voluntary fee. On December 10, 2007, the management of the Kretek Museum was transferred to the Kudus Regency Government (Pemkab), namely to the Kudus Regency Culture and Tourism Office, because PPRK was experiencing funding difficulties. The Kudus Regency Culture and Tourism Service through the Kretek Museum UPT is tasked with and responsible for managing the Kretek Museum. Additional supporting facilities and infrastructure were also carried out to attract more visitors. One example is the construction of a swimming pool behind the main building of the Kretek Museum (Prasetyani, 2011). However, the construction of the swimming pool can reduce the authenticity value of the Kretek museum itself, so visitors prefer playing in the swimming pool rather than knowing and studying the history of Kretek cigarettes (Nurwanti, 2009).

### **Conclusion**

The emergence of cigarette industries in Kudus will give rise to intense business competition, so the leaders of each company are worried that they will bring each other down (Mulyati et al., 2014). To allay these concerns, the leaders of every cigarette company throughout Kudus held a gathering to discuss the formation of a forum related to the cigarette industry in Kudus in the early 1930s. The forum was formed to be a gathering place for Kudus cigarette companies to discuss the problems faced by the company and how to solve them. So, with the formation of this forum, it is hoped that it can foster healthy competition between cigarette companies in Kudus. Finally, the forum was inaugurated with the name «PPRK.»

Since then, the Kretek museum has been managed by the PPRK, especially in terms of caring for historical relics of the Kretek cigarette industry in Kudus. The Kudus Cigarette Company Association has tried introducing the Kretek Museum to the public. One example is not charging museum entrance fees; visitors are only asked to pay a voluntary fee (Anik, 2009). It turns out that this was unsuccessful in introducing the Kretek Museum as a place to store historical objects. Ironically, even though there is no fee, this museum can be said to be empty of visitors. Every month, the number of visitors is only around 300 people or an average of ten visitors per day, and most of them are students who can be said not to be a community of cigarette lovers.

Various examples of kretek produced are displayed according to type and year, ranging from kretek and handmade kretek to kretek made with modern machines. Everything is arranged into two separate parts: the traditional equipment collection is on the left side of the room, while the modern equipment is on the right side (Adiyati et al., 2017).

The Kretek Museum was built to emphasize the city of Kudus as the City of Kretek (Paramitha, 2010). The Kretek Museum is a place to reconstruct the history of Kudus Kretek Cigarettes from the glory era of the King of Kudus Kretek Cigarettes, Niti Semito, to the development of the Kudus cigarette industry in the modern era today (Pandelaki et al., 2012). The Kretek Museum presents a collection of objects related to the development of the kretek cigarette company, such as artifacts of kretek-making equipment, cigarette-making diorama paintings, replica statues, photographs, and documents relating to the development of the kretek cigarette industry in Kudus (Darmayanti, 2013). The Kudus Cigarette Company Association was first the management of the Kretek Museum and then, in 2007, was transferred to the Kudus Regency Government (Anggraini, 2017).

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