

SOCIAL MEDIA AS MODERN PLATFORM TO CREATE AWARENESS OF SONOBUDOYO AND SANDI MUSEUMS IN YOGYAKARTA INDONESIA

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Abstract: Museum awareness through social media has been developing gradually. A previous study related to the topic found that museum social media was not well managed. It was related to the human resources competence in social media management even now it is defeated by better solution to have consultant or outsourcing. Good museum management will certainly have positive impact on the number of visits. However, not all museums have enough number of human resources and also have clear procedures for the use of related social media to increase the number of visits. The general objective of this study is to describe the maximum use of social media in order to increase the number of museum visits in Yogyakarta that specifically focuses on the types of social media and the strategies used to build awareness and interest in visiting the museum. The research method is a mixed qualitative quantitative approach in Sonobudoyo and Sandi museums in Yogyakarta, Indonesia as both museums have active social media. The respondents were thirty-nine Instagram followers of Sonobudoyo and thirty-eight followers of Sandi's Instagram. This study concludes that the two museums have good implementation of Social Media Marketing through Instagram and there is an increase in the number of visits after the social media used and entertainment content are well managed as the best strategy. It is suggested that the result of this study can provide solutions and input for other museums in Indonesia to become the preferred tourism destination to develop social media through the right Social Media Marketing (SMM) strategy to attract attention and interest of visitors, especially young people as the targets set by the government.

Keywords: social media, instagram, museum, marketing communication

Introduction

Amanaditis (2020) mentioned that social media has become a key factor in the way that cultural organizations communicate with their public, as they are able to support the marketing of performing arts organizations. It continues to gain prominence in communication campaigns due to the high levels of public usage and public involvement with organizations on social media sites (Waters and Jones, 2011). A study conducted by Hootsutes (2021) found that 61.8% of people in Indonesia are very active in social media and the most active is the age of 25-34 years old in which called as Millennial. Generation Y or Millennial generation are those who were born around 1980 and then started working around the year of 2000. A study conducted by Pyoria (2017) found that Millennials

generation is very competent in the use of Information and Communication Technology as well as very familiar with social media. Based on the data obtained in Digital 2021 Indonesia, the 4 social media platforms that are most frequently accessed by people in Indonesia especially for Millennials generation are Youtube (93.8%), Whatsapp (87.7%), Instagram (86.6%) and Facebook (85.5%).

To be able to compete with popular tourist destinations and attractions such as malls and ecotourism in Yogyakarta – Indonesia; Museums as heritage tourism are now called to adapt to the new digital era and attract online audiences (Colbert & Courchesne, 2012; Kotler, 2001; Hume & Mills, 2011). Each museum has a different mission and values such as culture, education, art, etc. This of course must be communicated continuously to the surrounding community. Qi et.al (2018) explained that there is a very close relationship between social media and self-realization, social capital, and the concept of “Shared world”. Thus, social media is a platform in the digital era that can share useful information about yourself with local, regional and international communities. In addition, social media is a platform that focuses on the presence of users which facilitates them in their activities and collaborations (Van Dijk, 2013). Social media can also be seen as an online facilitator that strengthens relationships between users and social bonds.

The existence of social media is certainly very helpful for museums in conveying information to the public, because on the one hand the museum does not have sufficient manpower so that it is not optimal in carrying out promotions. Fletcher and Lee (2012) argue museums mostly use social media to promote event listings, reminders and to reach larger or newer audiences and for engaging their audiences (Zafiroopoulos *et al* 2015). With social media, museums are facilitated in distributing information to their visitors and creating opportunities for them to learn about and interact with each other (Chung, Marcketti and Fiore 2014). Stuedahl and Smørðal (2011) believe that social media have been adopted by museums to help visitors interact with museum exhibits themselves. For museums, this could mean that they have to cater for the needs of an informed, potentially demanding and more difficult to satisfy public. On the other hand, although there are many museums may already have social media, in fact not all museums get the desired results, this is because by several factors, one of which is the strategy used.

In order to realize the strong social relations and ties between individuals/institutions that have social media and communities who are revealed as followers or friends, an appropriate Social Media Marketing (SMM) strategy is needed. A study conducted by Richardson *et al.* (2016) formulated that the purpose of social media is to increase company’s online visibility. Thus, the right strategy that could be done for social media should be based on an understanding of the chosen social media network scheme and there should be a provision of time and dedicated resources to this Social Media Marketing activity. With the adoption of social media technologies by the manager of the museum to introduce the museum to the public that this is an interesting phenomenon to be study. Museum managers need to understand the expectation and needs of the community in using social media properly to the public awareness about the museum.

Specifically, this study aims to find out what social media platforms are used by museums to attract visitors' interest and what strategies are used by museums in utilizing social media by looking at the responses of visitors' experiences and responses of museum management. The author conceptualizes "experience" as a complex phenomenon of actions, thoughts, and emotions. Hassenzahl, 2013a, 2013b). This study contributes to the discussion of audience-oriented museum (Camarero and Garrido 2012; Winter 2018) through enhancing the understanding of how interactive communication through social media can enhance dialog with the audience (Gronemann, Kristiansen, and Drotner 2015).

Literature Review

Social Media

Social media is defined as “a group of internet-based applications that build on the ideological and technical foundations of Web 2.0 that allow the creation and exchange of user generated content” (Kaplan and Haenlein, 2010:61). They are used for the development of social connections, using highly available and scalable publishing methods (Sajid, 2016) changing the ways society consumes and contributes to the creation of information (Hays, Pages and Buhalis, 2013). Interactivity, connectivity and sharing are the most important features offered by social media. “Interactivity is defined in terms of the immediacy of the responsiveness and the degree to which the communication resembles human discourse” (Liu and Shrum, 2002:54). Organizations can maintain “an ongoing dialogue with customers by exploiting the connectivity, content creation and sharing functionalities of social media” (Cabiddu, Carlo and Piccoli, 2014:187). Social media have become crucial for companies in a growing number of their value chain activities. Aichner (2014) in marketing, social media is not just an optional element in the promotional mix, but a mandatory element within many companies’ marketing strategy (Hanna *et al.* 2011).

When using social media on a corporate level, it is not only important to set objectives, but also to measure its success by using relevant metrics (Hoffman & Fodor 2010; Peters *et al.* 2013; Smith 2013). Such metrics for social media applications include but are not limited to the number of visits, tags, page views, members/fans, impressions, incoming links, impressions-to-interactions ratio, and the average length of time visitors spend on the website. Social media activities therefore require strategic plans, clear internal rules, dedicated staff and adequate monitoring. In order to meet these requirements, companies need to invest relevant amounts of money.

Social Media of Museum

Two trends can be noticed among those who conduct empirical research examining the adoption of social media by museums. The first one concerns those who survey and/or interview museum professionals about their motivations and types of engagement they pursue (e.g., Chung, Marcketti, & Fiore, 2014; Fletcher & Lee, 2012; Lazeretti, Sartori, & Innocenti, 2015; Lotina, 2014), or how they analyze museum posts and the engagement they induce, by using the metrics provided by the platforms and employing a range of methods, from content analysis (Kidd, 2014) and quantitative methods (Langa, 2014) to social network analysis (Espinosa, 2015) and cluster analysis (Zafiroopoulos, Vrana, & Antoniadis, 2015).

The second trend emphasizes the users who follow and interact with museums on social media. There were some studies that survey and/or interview museum followers in person or online (e.g., Bonacchi & Galani, 2013; Holdgaard, 2014; Suess, 2020; Villaespesa & Wowkowych, 2020; Walker, 2016), or analyze users’ comments on social media in order to infer users’ perceptions and motives through their responses to museums’ posts, employing either quantitative or qualitative methods, such as content and sentiment analysis, discursive methods and machine learning techniques (e.g., Baker, 2016; Gerrard, 2016; Gronemann, Kristiansen, & Drotner, 2015; Laursen, Mortensen, Olesen, & Schrøder, 2017; Villaespesa, 2013, 2016), or textual and visual methods for the analysis of users’ posts uploaded after a museum visit on Instagram (Budge, 2017, 2019; Budge & Burness, 2018). In some of the above studies, the emphasis on the users of social media is exclusive, although in others it

is complemented by interviews or surveys of museums' social media managers (Walker, 2016) or curators (Suess, 2020)

Chung *et al* (2014) suggest strategies that could improve museums relationship with audiences, focusing mainly on the importance of building the awareness strategy, the comprehension strategy and the engagement strategy. Thomson *et al.* (2013) conducted research within the sector of USA arts organizations, defining the main implication of social media marketing among them. The aim of social media in his regard is as follows. The first on the list is to promote the arts, then to increase the audience involvement, to use the organizations resources more efficiently, to enable organizations to engage in art advocacy more efficiently, to provide arts education to the public and enable artistic collaboration, as well as to improve various management requests. Additionally, literature identifies that social media improves and develops productive and long-lasting relationships with audiences and helps in achieving competitive advantages together with the fulfilment of museums social role (Simon 2007; Wright and Hinson 2008). The importance of a long-term relationship and loyalty in the online environment is also mentioned by authors (Tahal, 2014).

Social Media and Marketing Communication

Suzic (2016) describes the relationship between social media with marketing communication. Pett (2012) focused his research on marketing effects of social media strategy, one that creates a successful online brand. Tasich and Villaespesa (2013) recognize social media platforms as tools that may provide an improved dialogue between museums and their audiences. Moreover, Russo and Watkins (2007) propose other ways museums could use social media platforms. These directions of social media application correspond to share information, responding to issues that become important in the relationship between museums and audiences, and the creation of new knowledge. Kaplan and Haenlein (2010) suggest the integration of social media as a key point to success. The integration may expand the reach of the message broadcast by the organization. In a survey conducted with visitors to nine online museums, Marty (2007) indicates that after a visit to a museum, audiences regularly visit the museum's Webpage to enhance the experience they got from physical visit to the museum.

Method

This study was conducted in 2 museums in Yogyakarta – Indonesia; Sonobudoyo museum that is owned by local government of Yogyakarta and Sandi Museum as private museum that belongs to Jakarta State Crypto Agency (Badan Sandi Negara Jakarta). The sample was selected using Purposive Random Sampling method that is based on museum's activity in updating social media for 6 months starting from October 2019 – March 2020. Respondents who were selected from 2 museums were 39 followers from Sonobudoyo Instagram and 38 followers from Sandi Instagram.

The followers were asked to fill in online questionnaires for quantitative research and museum management were interviewed for qualitative research purposes using prepared list questioners. Quantitative data analysis has been carried out using descriptive statistical methods by dividing variables and indicators into statement items. Respondents' assessment results are presented in the form of percentages then the analysis and interpretation of the data are carried out by looking at the tendency of the data which has the most dominant percentage on each statement item. The qualitative

data was transcribed and analyzed respectively that is linked to quantitative result and some related articles

Findings and Discussions

Sonobudoyo and Sandi museums have implemented Social Media Marketing strategy that is mostly related to Instagram, Youtube, Facebook, Website and Twitter. All of the platforms are linked to ease the followers or visitors to obtain comprehensive information as well as to maintain museum existence. Instagram is chosen to be further analyzed in this study as it has more users and could accommodate many more contents compare to other platforms such as audio visual and completed with other supporting features. Deszczynski et.al (2017) explained that in building relationships on social media; involving various factors such as the number of followers and demographics (gender and age), location factors and textual content factors such as images, videos and writings are necessary.

The quantitative study found that there were 49 respondents or 63.6% stated “Strongly Agree” and 2 respondents or 2.6% stated “Strongly Disagree” response on the statement that some image content in social media or online could attract attention on knowing museum profile so that it would affect largely in increasing the number of people to visit the museum offline which means that museum has pretty good potential to be visited. Indeed, the qualitative study found that there is a correlation between the number of followers (online) with the number of visitors offline although it is not significant.

Stepchenkova and Zhan (2013) explained that photo is the best medium that could describe meaningful content. In addition to that, writing content in relation to Instagram caption has a significant role to attract audience. The data taken in the study showed that 54,5% respondents stated ‘Agree’ that the information released by museum affected on respondents’ interest to learn further about museum.

The result of qualitative study showed that there is a strategic difference on social media management in both museums. There is no paces of content strategic in Sonobudoyo Museum whereas in Sandi Museum, there are 4 steps involved in releasing the information to public.

“We have stages, before going to informative and educative, we were initially documentary then we improve it to educative and informative. Then we will raise it to persuasive. So this is still at the informative and educative level. When last time was only photos now there is educative and informative content (in the form of writing and pictures)”. (Mr. Tyo, Museum Sandi).

Likewise Sandi Museum, Mr. Fajar who is responsible for social media in Sonobudoyo Museum mentioned that museum is also use education (information) content.

“The Instagram schedule already exist for example there is information in Instagram about collections and agendas. The goal is clear that each of our posts should include informative, educative and persuasive. But for informative, this also leads to persuasiveness” (Mr. Fajar, Sonobudoyo Museum)

In addition, the quantitative and qualitative approaches found that entertaining captions such as quizzes or interactive contents in both Sonobudoyo Museum and Sandi Museum are also used to form

engagement between museum and its followers. The information written in quizzes invite followers to like or comment on a post.

“We create interactive programs through social media for example through quizzes which then we provide merchandise from the museum so they can come here” (Mr. Fajar, Sonobudoyo Museum)

“Our progress is very fast on social media. That is because there was an interaction, I made QnA, even we replied to some Direct Message at night, there were school assignments, for example, when someone asked us questions, if we knew, we will answer” (Mr. Febrika, Sandi Museum)

According to quantitative data, it was found that the caption mostly used for Sonobudoyo and Sandi museum Instagram is entertaining. A total of 36.4% agreed, which means that the uploads on Museum’s Instagram account show positive information that can provide entertainment for tourists who visit Museum’s Instagram account page.

The number of followers on museum’s instagram account, interactive likes and comment fields is also a strategy in attracting online visits. From the data obtained, there are 29 respondents or 37.7% agree and 23 respondents or 29.9% said they did not agree. In fact, it can be concluded that the highest result of the number of followers from Instagram account could affect someone to know more about museums. In this case, it is easier for someone to find deeper information through the number of followers on Museum’s Instagram account.

The obstacles found by the two museums are divided into internal and external barriers. The internal obstacle is the lack of abilities and skills of human resources and some of the external obstacles are still low interest in visiting museums especially in current conditions (pandemic). While both museums realize that digital marketing is not easy, it has become a crucial matter that needs to be done. In addition, there is no specific policy or Standard Operational Procedure for digital marketing method in both museums.

To increase the number of visits, the two museums conducted online and offline events regularly. Some activities for online events are creating video content in the form of museum descriptions (collections, locations, services and experiences that will be obtained during visit to the museum) as well as other strategies such as “digitalizing museum collections” and 3600 Museum Tour that aims to attract more attention. Indeed, this method is frequently used nowadays as a solution in the new normal era. The offline events held such as exhibition and collaboration with other tourism destination. For example, Sonobudoyo museum is in collaboration with Kraton museum and Sandi museum is in collaboration with Indonesian Encryption in Jakarta (Badan Sandi Jakarta). In addition, some other offline activities are group visit programs from schools or institutions to both museums, puppet and dance performances at Sonobudoyo museum, games to solve coding puzzles at Sandi museum, as well as social media influencer and museum infrastructure improvements in both museums, etc.

Social media strategies that can be implemented include maximizing content in the form of photos and informations. With clear display, attractive images, and easily accepted information; the interaction between museum and community will get better. It can be concluded that there is a correlation between content, number of followers and interest in visiting the museum from the community as well as good pictures, good information and interactivity will have an impact on the

increasing number of followers. Indeed, this situation could also improve knowledge about museum in the community.

Conclusion

Madirov & Absalyamova (2015) revealed that Information Technology including social media has a very large role in the development of museums. There are some predictions from experts in the study that virtual visitors will be much more than real visitors. Thus, the development of “Internet and Technology Relations” will become the center of Museum’s Public Relations activities in the future.

Millennials enjoy utilizing technology. The Millennial generation became dependent on technology at an earlier age than other generations. Smith & Nichols (2015) found, much like learning a new language, people who utilize technology at an earlier age become more proficient than people who learn later in their life. It is thought that as more Millennials begin taking over the workplace, the more integrated technology will be in work processes (Kaifi *et al.*, 2012).

Museum as heritage tourism should create the best Social Media Marketing strategies that prioritize on Millennials as this group of age dominating the life nowadays and in the future. Some of the tips found in this study are useful content, focus on photo caption like and comment, information and some entertaining content as what Millennials preference to do so.

This research was implemented successfully in Sonobudoyo and Sandi museums Yogyakarta Indonesia to find out the general tips of Social Media Marketing on how to attract audience especially for millennials. Future studies may also explore the effectiveness of other social media platforms in attracting millennial visitors. One of the platforms that are quite popular among millennials today is a video sharing application, for example, Tiktok.

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