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Social Media Based Proposed Model for Museum Marketing Strategy in Yogyakarta

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As a dynamic industry, tourism has experienced a great deal of information and communication transformation nowadays as one of the marketing tools. Recently, social media which consists of Facebook, Twitter, Instagram, Path, YouTube etc have played a significant role in marketing and tourism promotion worldwide. This platform enable tourism attractions or destinations to influence prospective visitor to make visit decision and to maintain a good relationship with existing or past visitor. The potential benefit of social media for the promotion of hospitality and tourism business have been acknowledged in the previous study done by Ayeh at.al (2012). Museum as one of tourism attractions need to compete with those modern attraction in order to be sustained. Among 45 museums in Yogyakarta-Indonesia, only a few who has proper and updated social media development and application in its marketing program and ironically, the museum visitors percentage across the regions remains low. Customer interacting with brand through Social Media, and hence having a strong social media marketing plan and presence on the web are some of the keys to grab customer interest through social media which indirectly will bring remarkable success to the organization or company itself. There have been many researches done to improve the marketing strategy for profit and dynamic companies and yet there is none held for museum marketing strategy improvement in Yogyakarta Indonesia specifically. In addition, many previous studies conducted to investigate various forms of the museum but very few studies that examine the marketing of the museum. This study will be a pilot novelty study to develop an appropriate marketing strategy for museum in Yogyakarta based on each characteristic through social media.

Keywords: Tourism, Museum, Marketing, Social Media

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SOCIAL MEDIA BASED PROPOSED MODEL FOR MUSEUM MARKETING STRATEGY IN YOGYAKARTA INDONESIA

1. INTRODUCTION

For decades, tourism has experienced rapid growth and become one of the factors that helps economic development of a nation (www.unwto.org). This relates to the development of a wide range of destinations and tourist attractions there. Compared with other sectors, tourism in Indonesia showed a steady growth even have a tendency to increase every year (Yoeti, 2006). However, there are some lack of tourism attraction development in Indonesia such as Museum.

Wibowo (2015) mentioned that visitors to the museum in Indonesia were seen as less interested in digging deeper into museum's collection as consider it as monotonous activity (boring). It is because of some problems that exist in the museum include the instability of the number of visitors, the lack of promotion and marketing, facilities museum visitors are still lacking, the use of media for promotion have not been targeted, as well as the image of the museum in society still not sufficient (Putra, 2015).

The museum needs to change focus from collection to visitor. Museum needs to receive marketing as a means of survival and marketing positions to connect between museum and visitors. Marketing including social media marketing is no longer an option for the museum, but it is a "survival tool" (Rentschler in Komarac, 2014).

Many previous studies conducted to investigate various forms of the museum but very few studies that examine the marketing of the museum (McLean, 1993). It is an inspiration to do this study which aimed to develop museum in Yogyakarta in particular and Indonesia in general with museum marketing strategy specifically in social media since the number of museum visitor in Yogyakarta is still low (as explained in Figure 1).

Figure 1 explains that there are 24 museums out of total 45 museums in Yogyakarta - Indonesia which have regular report for their visitor during the year of 2013-2015 to the Ministry of Tourism Yogyakarta municipality. The 45 museums are spread out into 4 different regions which is Sleman district, Kulonprogo district, Bantul district and Yogyakarta municipality. Across the consecutive years, there are 5 museums that have the highest number of visitors which are Museum Keraton, Museum Gembiraloka, Museum Vredeborg, Museum Monjali (Monumen Jogja Kembali) and Museum AirForce (TNI AU) whereas the rest remains low.

This paper is organized as follows. In section 2, explanation of museum in Yogyakarta with its existing social media. In section 3, literature review and suggestion or follow up of this study is summarized in the last section.

2. MUSEUM WITH ITS SOCIAL MEDIA IN YOGYAKARTA INDONESIA

The creation and accessibility of the internet have fundamentally change how travelers access information, the way they plan and book their trip as well as the way they share their travel experiences (Hays, Page & Buhalis, 2013). There is a trend that traveler or tourist often use pictures as a mean to share their experiences in tourist destination with their relatives, friends and communities. In this digital era, people just click away on the social media to upload their pictures and promote the tourism places indirectly (Rahayuningsih, Yuniarti & Priyambodo, 2015).

Social media are changing the way society consumes and contributes to the creation of information. Technology now allows individuals to easily contribute their thoughts, opinion and creations to the internet. The initial in depth interview conducted by the Head of Sonobudoyo Yogyakarta found that compliance with organizational standards, building and room, collection management, and public program at Sonobudoyo museum is sufficient but there are limitations on human resources and marketing aspect conducted at the museum. This has radically altered the way in which information is created and disseminated.

Some museums in developed countries such as Guggenheim in New York USA, British museum in England and Van Gogh museum in Amsterdam showed a great promotion through their social media mostly through Facebook and Instagram which dominates the platform nowadays. As mentioned in the previous study, there is a connection between customer and the organization or company through social media which indeed will creates financial benefit to it.

Among the 45 museums in Yogyakarta, mostly have Facebook account but only a few which has Instagram account which are Museum Monumen Diponegoro,

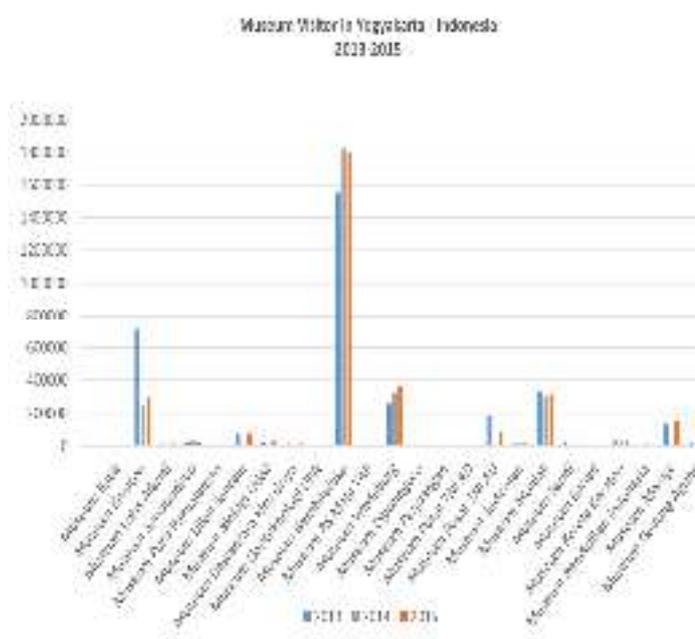


Figure 1. Museum Visitor Data 2013-2015 (Ministry of Culture and Tourism Yogyakarta Municipality, 2015).

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Museum Sandi, Museum Sonobudoyo, Museum Wayang Kekayon, Museum Dewantara Kirti Griya, Museum Vredenburg, Museum TNI AU, Museum Affandi, Museum Kolong Tangga, Museum Ulen Sentalu, Museum Pendidikan Indonesia and Museum Gumuk Pasir.

However, comparing to other museum outside Yogyakarta Indonesia such as Guggenheim, British Museum and Van Gogh museum; the social media application and development in museum Yogyakarta Indonesia is far below the likers and lovers of those three museums.

Previous studies revealed that the character of the experience acquired in the museum dominate community's reason to visit museum (Hausmann, 2012). The character of this experience, for example the state of the rooms in the museum, a great tour guide, as well as the quality of the restaurant / café and hospitality staff in the museum. So that the museum can continue to survive as a reliable tourist attractions, which need to be considered not only the product but also the appropriate communication channel such as through social media.

As described earlier in Figure 1, the low number of museum visit can be influenced by internal and external strategies. Past studies conducted by Gunarko (2006) on "Efforts of Museum Affandi in Increasing Visits" explained that the internal strategy needs to be done by the museum management to increase the number of visit to museums such as by giving discounts, exhibitions or special events, the organization of courses and the provision and procurement of other facilities. While the external strategy consists of collaboration with government and private agencies.

A museum development in the future should focus more on the embodiment of the system (in the) museum and it should be oriented towards meeting the needs of the communities it serves (Gultom, 2013). However, as revealed by Ponroy (2001), there are some constraints experienced in museum management such as culture, technology, organization and marketing.

The initial in depth interview conducted with the Head of Sonobudoyo Yogyakarta found that compliance with organizational standards, building and room, collection management, and public program at Sonobudoyo museum is sufficient but there are limitations on human resources and marketing aspect conducted at the museum.

"There is a limitation in our Human Resources system. We have many human resources but the quality is limited. For example, to maintain a website we use outsourced personnel .." (Riharyani, March 17, 2016)

In addition, there is another problem found in social media application in museum Gumuk Pasir in Parangtritis beach area Yogyakarta Indonesia. The inconsistency name utilization between 'Parangtritis Geomaritime Science Park' (PGSP) and 'Gumuk Pasir' (Sand Dune) would lead to community's confusion and would not bring positive

impact to the museum. One of the reasons of using the name of 'PGSP' instead of Gumuk Pasir is because the museum management are not ready yet to comply with the latest museum regulation in the country (PP no 66 tahun 2015 about Museum).

Gultom (2013) revealed that museum management should comply with museum standard including compliance with standards of the organization, human resources, building and space, collection management, public museum, marketing and Public Relations. Thus, marketing becomes very important part to be realized and developed in a museum. Paradigms of goods - centered to service-centered marketing should be applied in a museum.

The success of a museum is also based on the quality of management which depends on the ability of staff to communicate and provide good service to internal and external customer (Rentschler & Gilmore, 2002). To provide maximum satisfaction for visitors to the museum, it needs a good marketing strategy plan for the museum along with some needed changes in organizational systems if required.

3. LITERATURE REVIEW

Tourism is a people business, culture and hospitality that requires the right position, skills and job (Hasan, 2015). As an industry, tourism has many components such as traveler's perspective "the overall travel experience", accommodation, food and beverage, entertainment and special events that is related to culture or history. There are several tourism attractions associated with cultural and historical heritage such as monuments and museums.

According to the International Council of Museums (ICOM) in conference Museum in Austria in 2007, the Museum is a permanent institution, non-profit, serving the needs of the public, by nature open to the public, by way of the business of collecting, conserving, researching, communicating, and showcase real objects to the public for the need of study, education and enjoyment. Thus, the museum not only as a complementary institution to declare a civilized country, yet the museum should be able to convey the philosophy adopted nation and recognizes the dynamics of society (Astuti, 2013).

Unlike other tourist places, museum has a character of product oriented and market oriented. Product-oriented means that museum should be able to attract visitors who are very concerned with the quality of goods on display and preservation. Market-oriented means that the museum should be able to meet the expectation of ordinary traveler who are more interested on what is being offered and the services provided (Camareo & Garido, 2008). An organization that is successfully satisfying customers is an organization that can create perceptions, needs and desires of consumers and satisfying in terms of design, communication, pricing and other interesting offers.

Some of the underlying reason for public to visit museum is the reason of social, recreational, educational

SOCIAL MEDIA BASED PROPOSED MODEL FOR MUSEUM MARKETING STRATEGY IN YOGYAKARTA INDONESIA

and cultural. Agenda Visitor (Visitor reasons) is very influential in how, what and how the knowledge gained from a museum. Most museums in America, Britain and Europe have applied the principles of marketing in its management activities. Through marketing activities, organizations have the power to influence consumer behavior and demand associated with the type of travel experience and specific product (Hasan, 2015).

There are several reasons why marketing strategy is important functional areas in achieving the principles of sustainable tourism;

- It can provide a framework for better coordination
- It holds the most efficient tool for understanding and influencing buyers / visitors
- It should target, engage and work together with regulators, legislators and community leaders in favor of the interests of local communities in order to achieve sustainable tourism.

In accordance with the definition of marketing of the American Marketing Association (2007), marketing is an organizational function and a set of creating, communicating and delivering good value to consumers, clients, and society in general (Hunt, 2007). Thus, the Studies conducted by Banning and Schoen (2007) recommended that museum managed to establish relationships with customer which is to create good public perception and will bring benefits to the organization. The shift in paradigm that museums must now focus on the visitors, should be able to make the museum to further open up and find a way for people to regard the museum as well as a recreation center for education (edutainment). Museum mission that bears the task as a medium of education and entertainment (edutainment) requires marketing museum embodies the programs which oriented to customer satisfaction, focus on relationship marketing and are no longer traditional.

In line with the paradigm shift, marketing museum is very necessary to change the image in society that can illustrate the importance of the museum to the life of the nation (Atmodjo, 2013). Moreover synergy partnership with various stakeholders, stakeholder engagement museum and clarity of targets, vision and mission and museum programs are needed.

The concept of marketing in organizations related to culture including heritage and the concept of marketing in general is slightly different because of the concept of marketing in general prefer the desire of consumers as the basis for designing a product while the organizations / institutions associated with the culture is creating product first and then look for consumers in accordance with the product (Mejon, Fransi and Johansson, 2004). It can be concluded that the marketing in organizations / institutions related to culture include the exchange of the relationship between consumers and their organization in order to satisfy the needs and desires of consumers.

For museums, the promotion can be done by posters,

flyers, advertising, direct marketing and website. In the era of social media like this, Word Of Mouth (WOM) plays an important role to create awareness of a product or service, spreading information and getting new customers. Social media is a bit different from the usual communication because the message recipients not only receive messages but can also modify the message, create a new message and pass it on. Social media such as Facebook, Instagram and Twitter is very effective as it can reach unlimited number of message recipients. Museum management should be able to continue to update the news content in social media and must create ongoing interaction for example through competitions, polls, or questionnaires that will engage the community and create a flow of communication becomes more interesting (Hausmann, 2012).

Photography is a crucial issue that is closely related with social media nowadays. Indeed, Prideaux and Coghlan (2010) stated that photography is an important element of the tourist experience and provide the link between the destination and the person who is looking for buying the experience. The image created to promote the destination should be able to arouse attention that may lead to sale.

Enasel (2013) mentioned that in order to compete with other tourist destinations, museums should be market-oriented, pay attention to the expectations and needs of visitors and provide a different experience. For instance, Dallas Museum of Art in America always attentive to the needs and desires of consumers to go to the museum. It also use Information and Communication Technology and social media to enhance the experience of visitors and non-visitors. This branch of science has changed the traditional marketing strategies (face to face) to be online, and can improve the quality of service as well as having a great influence on consumer satisfaction. Indeed, the role of Information Technology specifically social media in museum is to create guest experience and this is the key to win the competition in tourism industry nowadays.

4. MATERIAL AND METHOD

The 45 museums in Yogyakarta is classified into ownership/management status; that is government, private and foundation. Based on this classification and the update progress of their social media specifically on Facebook and Instagram; 3 museums are chosen as the sample for social media optimization as part of museum marketing strategy which are Museum Sonobudoyo, Museum Pendidikan Indonesia (MPI) and Museum Gumuk Pasir.

A qualitative survey will be done through In-depth Interview toward management museum and museum stakeholders as well as observation and analysis toward social media application specifically through Facebook and Instagram in each museum as well as the challenges found in each museum. In order to create a good impact to society, Focus Group Discussion is held toward certain related museum communities who have visited the

SOCIAL MEDIA BASED PROPOSEL MODEL FOR MUSEUM MARKETING STRATEGY IN YOGYAKARTA INDONESIA

museum and who have not visited the museum.

5. CONCLUSIONS/SUGGESTION

This study will be implemented as a pilot study to develop an appropriate marketing strategy for museum in Yogyakarta Indonesia based on each characteristics in Museum Sonobudoyo, Museum Pendidikan Indonesia (MPI) and Museum Gumuk Pasir. It will be interesting to see the different approaches of government, private and foundation owned museum in the social media application as a support for their marketing program. In Indonesia, Instagram positioned as the most favorite social media platform presently. As an illustration, below is the illustration of Instagram from the 3 museums compared with Instagram of National Museum of Singapore;



Figure 2. Instagram Sonobudoyo Museum



Figure 3. Instagram Museum Pendidikan Indonesia



Figure 4. Instagram Geomaritime Science Park where the museum Gumuk Pasir is located

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Figure 5. Instagram Gumukpasir (Sanddune)



Figure 6. Instagram National Museum of Singapore

Figure 2 is the Instagram of Sonobudoyo museum with 552 followers, Figure 3 is the Instagram of Museum Pendidikan Indonesia (MPI) with 294 followers, Figure 4 is the Instagram of Geomaritime Science Park where the Museum Gumuk Pasir is located with 822 followers, Figure 5 is the Instagram of Gumuk Pasir (the sanddune, not the museum) and Figure 6 is the Instagram of National Museum of Singapore with 8442 followers.

Compared with the Instagram of National Museum of Singapore, the three museums as the sample shown lower number of followers for the Instagram and for Museum Gumuk Pasir specifically shown a different name used for their social media account which may lead to bias or confusion. Therefore, there should be more effort to be done for optimizing the social media as one part of museum marketing strategy in Yogyakarta, Indonesia. Based on the previous preliminary observation and literature review, it can be concluded that there are some guidance for using social media properly in museum;

- There should be a skillful person who are able to develop and manage the social media on day to day basis
- There should be a well-managed marketing plan including social media to promote the museum
- There should be a proper use of the social media itself such as the consistency of museum name
- There should be an additional activity in museum to trigger more people interest to come
- There should be a further and continuing collaboration and communication with government institution specifically Ministry of Culture and Tourism in regional and national level

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