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## THE FEASIBILITY OF MUSEUM SOCIAL MEDIA FOR MILLENNIAL A CASE STUDY IN SONOBUDOYO AND SANDI MUSEUMS YOGYAKARTA INDONESIA

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### ABSTRACT

#### Article History

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The general purpose of this research is to find out the suitable Social Media Marketing method for Millennial targets as they are very active on social media compare to other generations. The method of this research was mix qualitative quantitative approach and the sample was Sonobudoyo and Sandi museums in Yogyakarta, Indonesia who were selected based on the active use of social media especially Instagram. The respondents were thirty-nine Instagram followers of Sonobudoyo and thirty-eight Instagram followers of Sandi. This study concludes that both museums have a good implementation of Social Media Marketing as the number of Instagram followers is above 5,000. It is suggested that the result of this study could provide input for other museums in

Indonesia to becomes preferred tourism destination while carry out proper Social Media Marketing (SMM) especially for Millennials through updated and exciting content.

**Keywords:** Social Media; Millennial; Museum; Marketing Communication; Instagram

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### KELAYAKAN MUSEUM SOSIAL MEDIA UNTUK MILLENNIAL STUDI KASUS DI MUSEUM SONOBUDOYO DAN SANDI YOGYAKARTA INDONESIA

#### ABSTRAK

Tujuan umum dari artikel ini adalah membahas apakah Social Media Marketing yang cocok untuk target milenial, karena mereka sangat aktif di media sosial dibandingkan generasi lainnya. Metode penelitian menggunakan pendekatan campuran kuantitatif-kualitatif. Sampel penelitian adalah museum Sonobudoyo dan Sandi di Yogyakarta, Indonesia yang dipilih berdasarkan penggunaan aktif media sosial khususnya Instagram. Respondennya adalah tiga puluh sembilan pengikut Instagram Sonobudoyo dan tiga puluh delapan pengikut Instagram Sandi. Berdasarkan hasil riset disimpulkan bahwa kedua museum memiliki implementasi Social Media Marketing yang baik, karena jumlah followers Instagram masing-masing di atas 5.000. Hasil penelitian ini memberikan masukan bagi museum-museum lain di Indonesia untuk menjadi destinasi wisata pilihan sekaligus melakukan Social Media Marketing (SMM) yang tepat, khususnya bagi kaum milenial melalui konten-konten yang update dan menarik.

**Kata Kunci:** Sosial Media; Millennial; Museum; Marketing Communication; Instagram

#### INTRODUCTION

In order to be able to compete with popular tourism destination and attractions such as

malls and ecotourism in Yogyakarta – Indonesia; Museum as heritage tourism need to innovate continually to attract more people to visit. In this industrial era 4.0, social media



is one of the platforms that can be used to realize the goal and one of the strategies to realize the success of it is Social Media Marketing (SMM).

Chaffey (2002) revealed that SMM includes audience participation, presence on social media, viral campaigns and customer feedback. This theory was confirmed by a study conducted by Komarac et al (2014) that museum management should listen to their customer, follow the trends while at the same time still upholding the mission and values of each museum.

Each museum has different mission and values such as culture, education, art, etc. This should be communicated as an ongoing basis through online and offline activities to surrounding communities. In this digital era, social media plays a very important role to support social interaction that aim to conveys information to public.

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 oneself to communities locally, regionally and internationally.

In addition, social media is a platform that focus on the existence of users who facilitate them in their activities and collaboration (Van Dijk, 2013). Social media can also be seen as an online facilitator that strengthens relationships between users as well as social bond.

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.

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 Millennial 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 Millennial generation are Youtube (93.8%), Whatsapp (87.7%), Instagram (86.6%) and Facebook (85.5%). Therefore, related to the data mentioned earlier, the conducted study that is related to Social Media Marketing for Millennial Targets in Sonobudoyo and Sandi Museum chose to further analyze Instagram as it is one of the four social media top rankings on social media and the most popular and preferred platforms in Yogyakarta – Indonesia.

Some of the reasons that Instagram is considered as one of the most popular product or service marketing platforms today are; (a) *Engagement Rate* (producer and consumer linkage) is high; (b) *mobile friendly*; (c) Advertising through Instagram will get better result than other social media platforms; and (d) Advertising on Instagram can be directed at the desired target audience for example based on demographic aspect, location and type of target audience (<https://www.eggmarketingpr.com/blog/4-reasons-that-will-make-you-understand-why-instagram-is-the-best-marketing-platform>).

This study was conducted to respond to the challenges in disruption era that social media is one of the most valuable assets for individuals and even non-profit institutions such as museums. Social Media can help conveys positive messages related to the

collections and everything in the museum and it is very useful to get attention from public in general and millennial specifically. The main purpose of this study is to provide input for museums in Yogyakarta in particular and Indonesia in general to carry out appropriate Social Media content.

Previous research report have been presented at the **Proceedings of the International Conference on Hospitality and Tourism** <https://doi.org/10.17501/23572612.2021.6105>.

## METHODS

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.

## RESULT AND DISCUSSION

Sonobudoyo and Sandi museums has implemented digital marketing strategy that is mostly related to social media such as Instagram, Youtube, Facebook, Website and Twitter. All of the social media 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 analysed 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 are 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 360<sup>0</sup> 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 information. With clear display, attractive images, and easily accepted information; the interaction between museum and community will get better. Indeed, from the result obtained, it can also be concluded that there is a correlation between content, number of followers and interest in visiting from the community as well as good pictures, good information and interactive will have an impact on the number of followers. Indirectly, this situation could 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 centre 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 museum as the samples to find out the general tips of Social Media Marketing on how to attract audience especially 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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