



Analysis of Promotion strategy UP Museum Kesejarahan Jakarta Via Social Media by UP Museum Kesejarahan Jakarta (Account Instagram @museumkesejarahan)

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ABSTRACT

Promotion is an important thing that tourism destination had to do to promote themselves to a potential visitor. Through social media especially Instagram UP Museum Kesejarahan Jakarta promote their four museums which are Museum of M.H. Thamrin, Museum Taman Prasasti, and Museum Joang'45. And some of these museums are not widely known by the public. Based on this, it is important for researchers to analyze UP Museum Kesejarahan Jakarta promotion strategy through social media.

In this study, qualitative data analysis was used. And the conclusion of this study is that UP Museum Kesejarahan have a similar way of their promotion strategy through social media as what Zarrella thought. With this promotion strategy on social media which mainly on Instagram it can promote these four museums of what they exhibit, and the history of the Independence of Indonesia through these museums.

Keywords: *Promotion Strategy, Media Sosial, Promotion Mix*

1. Introduction

Museums are permanent institutions that serve public needs by collecting, converting, researching, communicating, and exhibiting real objects to the public for study, education, and entertainment needs. With the existence of this museum, it is very important to preserve, foster, and develop the culture of society, both those that have a form and also do not have a form. The existence of museums in Indonesia is very important because apart from being a protector of cultural heritage objects, they are also a place for forming ideology, discipline, and developing knowledge for the public. As stated in the ICOM code of ethics, museums have a duty to develop an occupying role and attract a wider audience from among the communities, localities, or groups it serves. With the interaction with the supporting community and the guidance and promotion of the heritage it supports, it is an integral part of the education that must be carried out by museums.

Through data owned by the Ministry of Education and Culture, Indonesia has around 439 museums located in all provinces of Indonesia. East Java Province is the province that has the most museums, namely a total of 63 museums. Then in Central Java and DKI Jakarta there are 62 museums and 61 museums. The distribution of museums on Java Island is very dominating compared to other islands in Indonesia (databoks.katadata.co.id). This is due to the large history of Indonesia's struggle for independence in Java, especially in DKI Jakarta as the capital of Indonesia.

Promoting the museum is the first thing that must be done to attract visitors. The existence of many museums in Indonesia is starting to be forgotten, due to the lack of promotional media. There are many promotional media that can be done, such as making brochures about the museum, collaborating with travel agents, and promoting through social media accounts. Using digital means for this promotion can attract visitors, especially the millennial generation and generation Z.

The Jakarta Historical Museum Management Unit oversees the Jakarta History Museum, the Joang'45 Museum, the Inscription Museum, and also the MH Thamrin Museum. These museums are historical relics from the Dutch colonial era, the Japanese colonial era, the era of the struggle for Indonesian independence and the testimony of Indonesian independence. Tourist visits to these four museums are relatively few due to the COVID-19 pandemic that has hit the whole world. There are still relatively many visits to the Jakarta History Museum compared to other museums. The Jakarta History Museum also receives around 100 tourists per day (travel.kompas.com). Meanwhile at the Joang'45 Museum, the Inscription Museum and the MH

Thamrin Museum experienced a lack of visitors during this COVID-19 period. It is hoped that promoting through social media can increase tourist visits to these museums.

The first previous research study was research from Gita Atiko, Ratih Hasanah Sudrajat, S.Sos., M.Si, Kharisma Nasionalita, S.Sos., M.A in 2016 entitled "Analysis of Tourism Promotion Strategies Through Social Media by the Indonesian Ministry of Tourism (descriptive study on the Instagram account @idntravel)" this study discusses the tourism promotion strategy carried out by the Indonesian Ministry of Tourism. The results of this study show the promotion strategy carried out by the Marketing division of the Ministry of Tourism on the Instagram account @idntravel as a media for promoting Indonesian tourism with several stages, namely content creation, platform determination, program planning, program implementation, monitoring, and evaluation.

The second research is research conducted by Ninik Lukiana in 2018 with the research title "Tourism Marketing Communication: Analysis of Tourism Destination Promotion Strategies (Case Study on Bamboo Forest Tourism, Sumbermujur Village, Candipuro District, Lumajang Regency)". This study discusses the implementation of the promotion strategy carried out to promote the Bamboo Forest Tourism Destination, Sumbermujur Village, Candipuro District, Lumajang Regency, as well as supporting and inhibiting factors for the promotion of Bamboo Forest Tourism Destinations, Sumbermujur Village, Candipuro District, Lumajang Regency.

The third research was conducted by Anissa Aprilia Adhianti and Herlinda in 2020 with the research title "7P Marketing Communication Strategy for the Manager of the Jakarta History Museum in an Effort to Increase International Tourist Attraction". This study discusses the implementation of the 7P marketing communication strategy for managing the Jakarta History Museum in an effort to increase the attractiveness of foreign tourists.

The fourth research is research conducted by Adrianus Warane Muntu in 2018 with the research title "Evaluation of the Development of the Jakarta History Museum as a Historical Tourism Attraction". This study discusses the evaluation analysis of the Jakarta History Museum from a tourism perspective. The results of this study are the 4A Theory of Tourism which is used to evaluate the Jakarta History Museum.

The fifth research is research conducted by Asst. Prof. Dr. Mustafa Boz, and Dugyu Unal in 2011 with the title "Development of Social Media Strategies in Tourism Destinations". This research discusses the importance of social media to promote a tourism destination.

The reviews used to answer the formulation of the problem in this study are marketing reviews, social media reviews (Michael Ross, 2013), reviews of attractions (UU No. 10 of 2009 concerning tourism), museum reviews (Association of Museums, 1988).

2. Methodology

The Jakarta History Museum UP houses four museums, namely the Jakarta History Museum, the Joang'45 Museum, the Inscription Museum, and the MH Thamrin Museum. These four museums have different roles in the history of Indonesian Independence. These four museums also have different locations from one another, several museums are in the West Jakarta area, and Central Jakarta where areas that have a history of the formation of Jakarta or Indonesian Independence. The Jakarta History Museum is located at Jalan Taman Fatahillah No. 1, West Jakarta. Then meanwhile, the Joang'45 Museum is on Jl. Menteng Raya No. 31, Central Jakarta. Then the Inscription Museum is located on Jl. Tanah Abang I No.1, Central Jakarta. And finally, the MH Thamrin Museum is on Jl. Kenari 2 No.15, Central Jakarta.

The scope of the research is an effort to clarify the boundaries of the scope of the problem, so that the direction of the data from the research becomes clear. The scope of the problem in this study is the promotion strategy carried out by the UP Jakarta Historical Museum through social media.

The type of data in this study uses qualitative data (Sugiyono, 2015: 23). The data sources in this study are primary data sources (Sugiyono, 2014: 224), and secondary data (Kuncoro, 2009: 145).

The data collection techniques used include observation (Nasution, 1988) and recording them as research data, and documentation (Bungin, 2007) required by researchers.

In this study using qualitative data analysis Miles and Huberman (2014) with 3 stages, namely data reduction, data presentation, and drawing conclusions.

3. Results

3.1 Overview of UP Jakarta Historical Museum

The Jakarta History Museum is known to the public as the Fatahillah Museum. But the Jakarta History Museum was inaugurated on March 30, 1974, by the Governor of DKI Jakarta at that time, namely Mr. Ali Sadikin. The Jakarta History Museum was managed by the Oud Batavia Foundation in 1937. Meanwhile, the Inscription Museum was previously a public cemetery named Kebon Jahekober, and was inaugurated as a museum on July 9, 1977. Then, the Thamrin Museum was named a historical building protected by law in 1937. 1972, and on February 16, 1987, it was inaugurated as the M.H. Thamrin by R. Soeprapto who was the Governor of DKI Jakarta at that time. And the Joang'45 Museum was inaugurated by President Soeharto in 1974, after this building underwent renovations. The UP Jakarta Historical Museum has also been established since 1999 under the Department of Tourism and Culture, then in 2020 the UP Jakarta Historical Museum will also be under the auspices of the Culture Office.

Before there was marketing technology that was carried out through face to face, namely through persuasive direct marketing carried out directly by tour guides offering their services. In addition, there is marketing through brochures that are distributed about the events that will be held. Over time, social media has become a significant part of people's lives. With the development of technology, social media has become easier to access by the public. So, with that in mind, social media is the right tool to carry out marketing activities, namely marketing communications.

3.2 Analysis of the Jakarta Historical Museum UP Promotion Strategy through Instagram social media

Along with the development of increasingly sophisticated technology, marketing has also experienced changes in presenting the products provided. With the increasing interest of the millennial generation in history, the importance of sectoral marketing to the next generation is by marketing via the internet, namely Instagram. The Jakarta History Museum has an official Instagram account called @museumkehistorian, on this official account the Jakarta History Museum also has content that can attract millennials, every day there is a schedule of what content must be uploaded.

The promotion strategy carried out by UP of the Jakarta Historical Museum, namely:

1. There is content creation

With the creation of content carried out by the Jakarta Historical Museum UP for Instagram social media by uploading content that is insightful and also interesting for potential visitors, and also reposting photos or videos that are considered interesting related to the museums managed by the Jakarta Historical Museum UP.

2. Platform Determination

Determine the social media platforms to use as promotional tools. From various social media, UP for the Jakarta Historical Museum chose social media Instagram, Youtube and FaceBook because they were considered to have quite high potential in promoting the UP for the Jakarta Historical Museum because the intended target market was young people or Millennials and Generation Z.

3. Make a Program Plan

After determining the right platform for the target market and preparing content that is ready to be uploaded, the Jakarta Historical Museum UP makes a promotion program implementation plan, in this case planning a promotion program using Instagram social media. The content creation planning stage goes through several stages, namely:

- a. Selection and creation of content
- b. Promote content through supported platforms.
- c. There is monitoring that needs to be done.
- d. There is an evaluation of the promotion strategy.

4. Program Implementation

The programs that have been selected and are planned to be directly implemented through social media that have been established, in this case through Instagram social media with the official account of the UP Jakarta Historical Museum, namely @museumkehistorian. Then the programs implemented on the @museumkehistorian Instagram account are:

a. Creating Brand Awareness

To create this brand awareness, the UP Jakarta Historical Museum is uploading insightful content and educating its followers with whispering neighbor content which is a webinar with topics around the UP Jakarta Historical Museum or about the world of tourism.

b. Update pattern

There is an update pattern on the @museumkehistorian Instagram account which is carried out by adjusting the timeline that has been previously prepared by the management of the Jakarta Historical Museum UP. The amount of content uploaded to the @museumkehistorian Instagram account is around 2 or 3 photos or videos per day at a predetermined time.

c. Caption Writing Strategy

There is no specific strategy for writing captions on the @museumkehistorian Instagram account. The most important thing in writing captions is using good language and also making informative captions such as providing facts to create engagement with followers. Uploaded captions use two languages, namely Indonesian and English so that they can provide information not only to domestic tourists who want to visit but also to foreign tourists.

d. Interact with followers.

There is an interaction that occurs in uploading Instagram @museumkeHistory. Interactions that occur between the admin and with followers are usually followers who ask about information about health protocols, or the operating hours of museums managed by the UP Jakarta Historical Museum

5. Monitoring and Evaluation

Monitoring is carried out every day by the admin who manages the Instagram account @museumkehistorian. Then by answering every question in the upload comments column or via direct message. By carrying out this routine monitoring, the UP of the Jakarta Historical Museum can also evaluate the uploaded content.

3.3 Analysis of Promotion Strategy Criteria

With the promotion carried out via Instagram social media by the Jakarta Historical Museum UP, the Jakarta Historical Museum UP can convey and inform their tourist destinations to the target market they have determined. According to Quinn (1992) in Ruslan (2002:90-91) for a strategy to be effective, it must be implemented in a program that includes several things, namely:

1. A clear and decisive object

By achieving a clear understanding, define and be able to achieve an overall goal. These goals do not need to be in writing but can also be understood and specified. An effective strategy if it has clear goals and directions so that there are no mistakes in promotional activities in creating brand awareness and increasing the number of tourists in these museums Instagram social media with the official account of the UP Jakarta Historical Museum, namely @museumkehistorian.

2. Nurture initiative

With this initiative strategy can maintain freedom of action and commitment. This strategy must determine the steps taken and determine the action against an event, but not just react to an event. The Jakarta Historical Museum UP has determined the steps that need to be taken in managing the Instagram account by setting a timeline of content that must and will be posted to Instagram social media @museumkehistorian and also determining content that can attract the attention of potential tourists.

3.4 Promotion Mix Conducted by UP Jakarta Historical Museum

Promotional activities carried out by the Jakarta History Museum UP on the official Instagram account @museumkehistoric are included in the promotion mix, namely:

1. Sales Promotions

The sales promotion activity carried out by the Jakarta Historical Museum UP which is available on the Instagram account @museumkehistoric is content that invites its followers to do ngabuburit at the Jakarta Historical Museum.

2. Public Relations

Promotional activities carried out by the Jakarta History Museum UP in the form of public relations are inviting their followers to follow IG Live or posters inviting their followers to take part in a webinar which will be conducted on the Instagram account @museumkehistorian. Like the IG Live "EMKAJE Obrol Sale", or the webinar "Whisper of Neighbors" or other webinars that are conducted via zoom or via live YouTube.

4. Conclusion

The promotion strategy carried out by UP for the Jakarta Historical Museum on social media Instagram @museumkehistoric as a promotional medium for the Jakarta History Museum, the Joang'45 Museum, the MH Thamrin Museum, and the Inscription Museum by carrying out several stages, namely:

1. Content creation, uploaded content, namely content that is insightful and interesting for potential visitors, and also reproduces photos or videos that are considered interesting related to museums managed by the UP Jakarta Historical Museum.
2. Determination of the Platform, determining the media to be used for promotional activities for the Jakarta Historical Museum UP.
3. Make a program plan, in this case planning a promotional program using Instagram social media.
4. Implementation of the program, several things to consider in running promotional programs through Instagram are creating brand awareness, updating patterns, caption writing strategies, interacting with followers.
5. Monitoring and evaluation, monitoring is carried out every day by the Instagram admin @museumkehistorian, and there is also an evaluation of these promotional activities.

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