

Marketing Communication Strategy of Surakarta City Keris Museum in Attracting Number of Visitors

Risma Rahmawati^{1*}, Iva Fikrani Deslia²

^{1,2} Communication Science, University Ahmad Dahlan, Yogyakarta 55191, Indonesia

*Corresponding author's email: risma2000030154@webmail.uad.ac.id

ABSTRACT

Keywords

Marketing Communications
Marketing Mix
Keris Museum

The Nusantara Keris Museum is one of the museums located in the city of Surakarta, Central Java Province, this study shows that the marketing communication strategy implemented by the Surakarta City Keris Museum has succeeded in attracting and increasing the number of visitors by utilizing a comprehensive approach based on the Marketing Mix 7p theory (Product, Price, Place, Promotion, People, Physical Evidence). The main focus on quality, uniqueness, and educational value and the keris collection has proven to be a strong attraction for visitors. This museum offers a rich and immersive experience through the presentation of well-maintained collections, innovative thematic exhibitions and effective promotional strategies especially through social media, has expanded its reach and attracted more visitors.

1. Introduction

Based on UN recognition, keris is designated as a high-level artistic masterpiece that inspires the spirit of humanity both domestically and internationally (UN recognition, UNESCO 2005). Keris is assessed based on the beauty of the shape and materials used, and it takes a long time, perseverance and special skills in the manufacturing process (Siswanta & tri Haryanto 2017). Keris is made from the work of true artists in ancient times, so the beauty of art from the processing of iron, creativity, will, taste, devotion and sacrifice of keris artists should be given high appreciation (Hastuti, Yuliati & Dadtun, 2019). Some people consider keris as a weapon and some consider keris as an heirloom or object that has magical powers (Putri et al. 2022). In this study, the author interprets keris as a work of art that has a value of beauty that should be appreciated and preserved. The origin of the keris has not been fully explained because there are no descriptive written sources discussing the origin of the keris from before the 15th century, although the term "keris" has been mentioned in inscriptions from the 9th century AD. From its place of origin, the spread of the keris to the islands of Bali, Lombok, Kalimantan, Brunei Darussalam, Malaysia, and Mindanao Island in the Philippines (Putri et al., 2022). Initially, the keris was only used as a sharp weapon, then it developed into a symbol of masculinity, social status, power for someone who owned it (Juniarti, Lahir & Hartati 2020). According to Krisnawati (2015), in modern life today, keris are widely sought after for collection or even as objects to meet certain needs of those who own them. Surakarta is a city that is closely related to Javanese customs and culture. The people of Surakarta consider the keris to be an important traditional weapon. This can be seen from the daily life of the Surakarta people in using the keris as an important object used for traditional ceremonies or special events (Mayasari, 2010). However, Sukarela (2011) in his research revealed that ironically in our society there are still many who consider the keris only from its magical side.

The Nusantara Keris Museum is one of the museums located in Surakarta City, Central Java Province. The Keris Museum was inaugurated on August 9, 2017 by President Ir. Joko Widodo. Administratively, this museum is located at Jl. Bhayangkara No. 2, Sriwedari Village, Laweyan District. The location of this museum is very strategic, because it is in the center of Surakarta City, which is about 3.2 km to the west of Surakarta City Hall, and adjacent to Sriwedari Park and R. Maladi Sriwedari Stadium. Currently, the Nusantara Keris Museum is one of the objects included in

the strategic area of Surakarta City in the social and cultural fields based on data from the Strategic Area Plan Map from the Surakarta Bappeda (Wahyuni, 2022). To preserve Indonesia's cultural heritage

The Nusantara Keris Museum in Surakarta City is one of the attractions provided by the Surakarta City Government for keris lovers or collectors (Purhantara, 2010). In addition, the Nusantara Keris Museum is used as an educational facility for students so that they can learn about culture and can maintain and preserve Indonesian cultural heritage, so that keris is not only viewed from its magical aspect in the next generation and is considered more as a cultural heritage (Rahati, 2009). In this museum, there are many collections of keris from various regions from all over the archipelago in accordance with the name set by this museum, namely "Nusantara Keris Museum" (Suprpto, 2005). In the process of collecting keris in this museum, the museum received grants from several keris collectors, and provided an opportunity for keris collectors who wanted to exhibit their keris in the museum so that they could be taken at any time by their owners. This museum is designed to be used as a center for education and culture while providing a different way of learning from most museums. This museum opens the awareness of many people who are reluctant to visit museums (Vangelisca, 2019). The marketing communication strategy implemented by the Surakarta City Keris Museum aims to increase public awareness and interest in the cultural heritage presented (Pratama et al, 2018). One approach taken is through the use of social media. By utilizing platforms such as Instagram, Facebook, and YouTube, museums can reach a wider and more diverse audience. The content presented on social media includes information about keris collections, the history of keris, as well as events and exhibitions held. Additionally, direct interaction with visitors through comments and private messages is an effective way to build closer relationships with the audience.

Table 1. Data on the Number of Visitors to the Surakarta City Keris Museum

Month/year	2019	2020	2021	2022	2023
January	1452	1529	65	609	871
February	622	1203	122	367	1556
March	1044	735	283	457	1360
April	813	0	212	311	624
Mey	355	0	209	729	1114
June	1186	58	233	679	1759
July	1629	98	0	810	987
Agust	1354	94	0	997	687
September	1644	126	0	1475	552
October	2378	217	361	1660	525
November	1502	174	1451	2546	342
December	2084	160	443	1411	434
Total	16063	4394	3379	12051	10810

Source: Surakarta City Keris Museum

The problem found is that the number of museum visitors is still small because people in the city and outside the city do not know much about the existence of the museum and the lack of publication of the museum to the public both in the city of Surakarta and outside the city of Surakarta. On the other hand, the public's interest and enthusiasm for the museum is still lacking due to the lack of facilities offered by the museum so that people are reluctant to see and visit the

Surakarta Nusantara Keris Museum. From the background and empirical evidence above, the author is interested in conducting research with the aim of finding out the marketing communication strategies used at the Surakarta Nusantara Keris Museum so that it can provide the right solution in increasing interest and the number of tourists. This study aims to find out how the marketing communication strategy is applied by the Surakarta city keris museum to increase the number of visitors.

The marketing communication strategy of the Keris Museum in Surakarta City in attracting visitors by using the Marketing Mix 7P theory (Product, Price, Place, Promotion, People, Process, Physical Evidence). Marketing Mix is a marketing strategy that consists of several integrated elements to market and sell products to customers. The main concept of the marketing mix is to ensure the right product choice, at the right time and place. Along with the development of marketing, the marketing mix has changed and become more flexible. Maybe you already know the 4P marketing mix which consists of product, place, price, and promotion/marketing. Product (Product or service) The first point of the 7P marketing mix is product. Product elements can include products or services. The form of this product can also be physical, digital such as applications and so on. Price (Price) The next element of the 7P marketing is price. Price is the amount of money that consumers must pay to get the product or service you offer. Place (Place) The third point of the 7P marketing mix is place. In making a product, as a business owner, the place element also needs to be considered. This aims to ensure that every business activity and operational activity can be carried out smoothly and effectively. Promotion (Promotion) The next element of the 7P marketing mix is promotion. The promotion referred to in the marketing mix is an effort to persuade and encourage and invite consumers to use or buy the products/services offered. People (Human Resources) The next element of the 7P marketing mix is human resources. Of course, in running a business, you must also determine a strategy for human resources. Physical Evidence (Physical Appearance) After fulfilling all elements from numbers 1-5, the next element is from the physical appearance (physical evidence). This element is certainly also one of the important elements in developing a product. One of them is the appearance of the packaging (packaging). This must also be considered because attractive packaging will certainly make consumers want to try or buy the product offered.

This approach allows researchers to comprehensively evaluate various aspects that influence the success of museum marketing. The research design used is a case study, which allows researchers to conduct an in-depth analysis of the marketing communication strategy of the Keris Museum in Surakarta City. This case study will focus on how the elements of the 7P Marketing Mix are applied in an effort to increase the number of visitors. This research involves the collection of primary and secondary data. Primary data was obtained through in-depth interviews with museum management, marketing staff, and visitors.

2. Method

This study aims to analyze the marketing communication strategy of the Keris Museum in Surakarta City in attracting the number of visitors using the Marketing Mix 7P theory (Product, Price, Place, Promotion, People, Process, Physical Evidence). This approach allows researchers to comprehensively evaluate various aspects that influence the success of museum marketing.

The research method used in this study includes a qualitative approach to obtain holistic and in-depth data. Qualitative methods are research approaches used to understand social or cultural phenomena by collecting non-numerical data (Rifa'i, 2023). This method emphasizes an in-depth understanding of the context, perspective, and experience of the individual or group being studied. Qualitative data is usually in the form of text, such as interview transcripts, field notes, documents, or other media that can be used as sources of information (Rozali, 2022).

This study uses qualitative research in the form of a case study, where the researcher explains the marketing communication strategy of the Surakarta City keris museum in attracting the number of visitors. The approach using a case study is considered relevant because the researcher tries to understand the strategy with marketing at the keris museum. According to (Creswell, 2014) case study research is taking certain cases that develop from social and political phenomena to be able to conduct in-depth exploration of a case with data collection. The case study approach is used when researchers want to see how the marketing strategy of the keris museum, especially those in

Surakarta City, can attract the number of visitors. Therefore, researchers try to understand how promotions can be carried out to attract visitors to visit the keris museum.

3. Result and Discussion

The aspects studied in the marketing communication strategy of the Surakarta city keris museum use qualitative research. Where this study uses a combination of primary and secondary data, data refers to data collected directly from original sources for the purpose of having accurate data, data in the form of interview survey results and direct observation at the Surakarta city keris museum, namely a museum that contains keris and one of the cultural destinations and plays an important role in preserving cultural heritage in Indonesia and this museum is located at L. Bhayangkara No. 2, Sriwedari, Laweyan District, Surakarta City, Central Java 57141.

3.1. Presenting the Results

1. Product

The Surakarta City Keris Museum has a rich and diverse collection of keris, which is a major attraction for visitors. The collection includes keris from various regions and historical periods, complete with detailed information about the origin, function, and symbolic meaning of each keris. Visitors appreciate the educational and aesthetic value of this collection, which not only adds to knowledge but also provides an in-depth cultural experience. However, there is a need to continue updating and enriching the collection by adding keris that have unique stories or significant historical value to maintain visitor interest.

The Nusantara Keris Museum has around 409 keris collections with various types and sizes. The keris in the collection also vary in terms of age. Some are hundreds of years old/ but there are also new keris. In addition to keris, there are also 38 spears and other historical heirlooms in this museum. However, visitors can only see 233 keris and spears as displays. The rest are kept by the management and will be displayed in turns every month. The Nusantara Keris Museum has four floors. The first floor is called wedharing wacana. Visitors are asked to fill out a guest list and will get an information board about the distribution of art in the world.

The second floor is called puraning wacana. On this floor, visitors will get all the information about keris. On the second floor, there are also several historical keris on display, complete with information about the type, tahan, dhapur, pamor, pendok, carvings, warangka, mendak, and the origin of the collection. While the third floor is called Cipta Adiluhung. Here, visitors will witness a diorama of the keris-making process during the Borobudur Temple and Suku Temple era. In addition, there is also a picture of a series of offerings for making keris in the past by the masters. Meanwhile, the fourth floor is used as a place to store keris artifacts.



Figure 1. Keris in the Museum
Source: Research Documentation

2. Price

The ticket price structure to enter the Surakarta City Keris Museum is considered quite affordable by most visitors. The results of the questionnaire showed that reasonable ticket prices help attract more visitors, especially students and families. Various categories of tickets to enter the museum such as general are 7,500, students 5,000, students with KIA are 4,000, general groups have a minimum of 50 people at a price of 5,000, general groups of at least 50 people are 4,000 and provide for foreigners 15,000 but the price is different if it is a holiday all prices increase. However, there are suggestions from several respondents to provide discount tickets for groups or more affordable family packages. In addition, special programs that offer free tickets or discounts on certain days can also be an effective strategy to increase the number of visitors. The opening hours of the Nusantara Keris Museum vary on each day. On Tuesday-Thursday, the museum is open from 08.30-15.00 WIB. Meanwhile, on Fridays the museum is open from 08.30-11.30 WIB. Meanwhile, on Saturdays and Sundays, the museum is open from 08.30-15.00.

3. Place

The strategic location of the Keris Museum in the center of Surakarta City makes it easily accessible to visitors. Supporting facilities such as a large parking area, public transportation accessibility, and clear directions also contribute positively to visitor comfort. Field observations show that visitors feel comfortable with the museum's layout and intuitive exhibition space arrangement. However, there is room for improvement in terms of cleanliness and maintenance of public facilities such as toilets and rest areas, which have been criticized by visitors several times.

On the 2nd floor there is a small library provided by the Keris Museum, in this library there are many books about Keris, from history, Keris components, and how Keris can spread throughout the archipelago and Southeast Asia. With an attractive interior and comfortable chairs and tables for reading, tourists will be happy to spend a long time reading the books in the Keris Museum library collection and understand the fun of learning about native Indonesian culture. On the 3rd floor there is a diorama that shows how the Keris was made in ancient times. Complete with tools in ancient times used to make Keris, as well as statues that are very similar to the original. The diorama shows who is involved in the process of making a Keris, such as the Empu, Panjak or subordinates who make the Keris, and those who make the warangka or sheath of the Keris.

4. Promotion

The Keris Museum's promotional strategy using social media has proven effective in increasing public awareness and interest. Campaigns on platforms such as Instagram and Facebook, which feature interesting content about Keris and museum activities, have successfully reached a wider audience. However, promotions through print media and local radio are still underutilized. This study suggests increasing synergy between traditional and digital media to achieve more optimal promotional effectiveness.

5. People

The quality of service provided by museum staff received positive reviews from visitors. Friendly, knowledgeable, and helpful staff are among the factors that increase visitor satisfaction. Regular training and competency development programs for museum staff have also proven effective in maintaining service quality. However, there are some suggestions to increase the number of guides available, especially on busy days, and provide guides in several foreign languages for international tourists.

6. Process

The operational process at the Keris Museum, from ticket purchase to the experience during the visit, is considered quite efficient. The easy and fast ticket purchase system, both online and on site, provides convenience for visitors. The use of technology to facilitate visits, such as mobile applications that provide additional information about the collection, is also appreciated. However, there is a need to improve the check-in process and queue management during peak visitor times to avoid congestion and inconvenience.

7. Physical Evidence

The Keris Museum has an attractive and informative interior design, with an arrangement of artifacts that allows visitors to enjoy and study the collection comfortably. The interior design has gold-colored wood carving decorations in every corner of the building. Several *gebyok* and *wayang*

ornaments are found in this museum. The interior of the Nusantara Keris Museum consists of 4 floors. Floor I or Wedharing Wacana consists of the main door, counter, information room, office and audio room. Floor 2 is called Purwaning Wacana which has a showroom, children's playroom, keris restoration room, and library. Floor 3 or Cipta Adiluhung has a diorama room and rest area. The clean and well-maintained physical condition of the museum is an added value for the visitor experience. The addition of interactive elements such as information touch screens and multimedia exhibitions can further enhance the museum's appeal. The use of augmented reality (AR) technology is also one of the innovations that is expected to be applied to provide a more in-depth and interactive experience for visitors. The findings of this study indicate that the marketing communication strategy implemented by the Surakarta City Keris Museum has been running well, but there is still room for improvement in several areas. The implementation of the 7P Marketing Mix provides an effective framework in evaluating and developing museum marketing strategies. Employees always wear batik while doing their working hours.

3.2. Discussion

1. Product

According to Swastha and Irawan (2000), market demand can be measured using physical volume or rupiah volume. Based on the opinion of Swastha and Irawan, measuring sales volume can be done in two ways, namely based on the number of product units sold and based on the value of the product sold (sales turnover). Sales volume is measured based on product units sold, namely the number of real sales units of the company in a certain period, while the value of the product sold (sales turnover), namely the amount of real sales value of the company in a certain period. The Surakarta City Keris Museum has a rich and diverse keris collection, which is the main attraction for visitors.

This collection includes keris from various regions and historical periods, complete with detailed information about the origin, function, and symbolic meaning of each keris. Such as keris eka sapta, keris tilam sari cultural heirlooms that radiate a majestic aura, also have an elegant appearance and there are ancient keris such as empu mayang, empu yamadi, empu gandawisesa, empu sarpa dewa, and empu windu sapara empu-empu from the Mamenang Kingdom in 827, these keris are very well maintained and preserved, therefore visitors appreciate the educational and aesthetic value of this collection, which not only adds knowledge but also provides a deep cultural experience. However, there is a need to continue to update and enrich the collection by adding keris that have unique stories or significant historical value to maintain visitor interest.

The Nusantara Keris Museum has around 409 keris collections with various types and sizes. The keris in the collection also vary in terms of age. Some are hundreds of years old but there are also new keris. In addition to keris, there are also 38 spears and other historical heirlooms in this museum. However, visitors can only see 233 keris and spears as displays. The rest are kept by the management and will be displayed in turns every month. The Nusantera Keris Museum has four floors. The first floor is called wedharing wacana. Visitors are asked to fill out a guest list and will get an information board about the distribution of art in the world.

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Figure 2. Keris in the museum
Source: Research Documentation

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Table 1. Keris Museum Visitor Prices

Category	Ordinary day	Holiday
General	Rp7.500	Rp10.000
Student	Rp5.000	Rp7.500
Student ber-KIA	Rp4.000	Rp5.000
General Group (min 50 person)	Rp5.000	Rp7.500
Group of student (min 50 person)	Rp4.000	Rp5.000
Foreign tourists	Rp15.000	Rp20.000

Source: Keris Museum website.

3. Place

According to Swastha, place is a location where a business or business activity is carried out. Meanwhile, according to Kasmir, place is a location or place to display goods that are being sold. In this case, consumers can come to the place of sale and see the goods being sold directly. The strategic location of the Keris Museum in the center of Surakarta City makes it easily accessible to visitors. Supporting facilities such as a large parking area, public transportation accessibility, and clear directions also contribute positively to visitor comfort. Field observations show that visitors feel comfortable with the museum's layout and intuitive exhibition space arrangement. However, there is room for improvement in terms of cleanliness and maintenance of public facilities such as toilets and rest areas, which have been criticized by visitors several times. On the 2nd floor there is a small library provided by the keris museum, in this library there are many books about keris, from history, keris components, and how keris can spread throughout the archipelago and Southeast Asia. With an attractive interior and comfortable chairs and tables for reading, tourists will be happy to spend a long time reading the books in the keris museum library collection and understand the fun of

learning about native Indonesian culture. On the 3rd floor there is a diorama that shows how the keris was made in ancient times. Complete with tools in ancient times used to make keris, as well as statues that are very similar to the original. The diorama shows who is involved in the process of making a keris, such as the Empu, Panjak or subordinates who make the keris, and those who make the warangka or sheath of the keris.

4. Promotion

According to Baker (2000:7) the activity of communicating information from sellers to consumers or other parties in the sales channel to influence attitudes and behavior through advertising a company leads to persuasive communication on target purchases and the community through media called mass media such as newspapers magazines radio television and direct mail. The Keris Museum's promotional strategy using social media has proven effective in increasing public awareness and interest. Campaigns on platforms such as Instagram that display interesting content about keris and museum activities have succeeded in reaching a wider audience. However, promotions through print media and local radio are still underutilized. This study suggests increasing synergy between traditional and digital media to achieve more optimal promotional effectiveness.

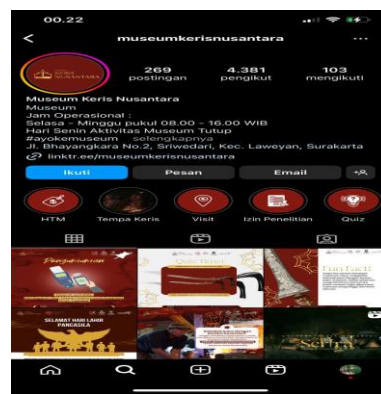


Figure 3. Keris Museum Promotion

Source: Research Documentation

5. People

Henry Simamora in his book on HR explains that employee analysis is the process of collecting and examining the main work activities in a position as well as the qualifications, knowledge, abilities and characteristics of individuals required to carry out these activities. Employee analysis can also be interpreted as the process of collecting and examining the requirements for employees. The quality of service provided by museum staff received positive reviews from visitors. Friendly, knowledgeable, and helpful staff are among the factors that increase visitor satisfaction. Regular training and competency development programs for museum staff have also proven effective in maintaining service quality. However, there are some suggestions to increase the number of guides available, especially on busy days, and provide guides in several foreign languages for international tourists.



Figure 4. Audio Visual Rooms of the Keris Museum

Source: Research Documentation

6. Process

Hasibun (2007:165) every time you work or work hard, it is in accordance with the hopes of the driving force that motivates work enthusiasm, sometimes from the hopes that are obtained, if the hopes become reality, then the work will tend to improve the quality of work and vice versa. operations at the Keris Museum, from ticket purchases to the experience during the visit, were considered quite efficient. The easy and fast ticket purchase system, both online and on site, provided convenience for visitors. The use of technology to facilitate visits, such as mobile applications that provide additional information about the collection, was also appreciated. However, there is a need to improve the check-in process and queue management during peak visitor times to avoid congestion and inconvenience. Efficient operational processes will increase visitor satisfaction. Improved technology in the ticketing and queue management system, as well as integration with the website for additional information, will provide a better experience for visitors.



Figure 5. Access Visitor Check-in Process
 Source: Research Documentation

7. Physica Evidence

According to (Belk 1974 in Assael 1992) the characteristics of the physical environment are the most visible aspects in relation to this situation are the situation and conditions of geography and the environment of the institution, decoration, room, sound, aroma, light, weather, placement and layout that are visible or from the environment that is important as an object of stimuli. The Keris Museum has an attractive and informative interior design, with an arrangement of artifacts that allows visitors to enjoy and study the collection comfortably. The clean and well-maintained physical condition of the museum is an added value for the visitor experience. The addition of interactive elements such as touch screens of information and multimedia exhibitions can further enhance the attraction of the museum. The use of augmented reality (AR) technology is also one of the innovations that is expected to be applied to provide a more in-depth and interactive experience for visitors.



Figure 6. Around the Keris Museum
 Source: Research Documentation

This study shows that the marketing communication strategy implemented by the Keris Museum in Surakarta City has been running well, but there is still room for improvement in several areas. The implementation of the 7P Marketing Mix provides an effective framework in evaluating and developing museum marketing strategies.

Product Improvement and Renewal. Museums need to continuously update their collections and hold regular thematic exhibitions to maintain visitor interest. Educational programs such as keris-making workshops and history seminars can also be additional attractions that increase the value of visits.

Price Adjustment. In addition to keeping ticket prices affordable, museums can consider offering discounted tickets for certain groups and special promotions on certain days. Annual membership programs with various benefits can also be a strategy to attract repeat visitors.

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Promotion Diversification. More intensive use of social media but also needs to be balanced with promotions through traditional media such as radio, local newspapers, and posters in strategic places. This cross-platform promotion will expand the reach and increase the effectiveness of the marketing campaign.

Staff and Service Development. Continuous training for museum staff is important to maintain the quality of service. Increasing the number of guides and providing information in various languages will improve the visitor experience, especially for international tourists.

Operational Process Optimization. Efficient operational processes will increase visitor satisfaction. Improved technology in ticketing and queue management systems, as well as integration with mobile applications for additional information will provide a better experience for visitors.

Enhanced Physical Evidence and Interactivity. The attractive and well-maintained physical design of the museum should be maintained, while adding interactive elements and the use of AR technology to enrich the visitor experience. These innovations will make visiting the museum more interesting and educational.

4. Conclusion

This study shows that the marketing communication strategy implemented by the Surakarta City Keris Museum has succeeded in attracting and increasing the number of visitors by utilizing a comprehensive approach based on the Marketing Mix 7P theory (Product, Price, Place, Promotion, People, Process, Physical Evidence). The main focus on the quality, uniqueness, and educational value of the keris collection has proven to be a strong attraction for visitors. The museum offers a rich and immersive experience through the presentation of well-maintained collections, innovative thematic exhibitions, and diverse educational programs. Affordable pricing structures and effective promotional strategies, especially through social media, have expanded the reach and attracted more visitors from various circles.

The strategic location in the city center, coupled with adequate supporting facilities and good accessibility, increases visitor comfort. In addition, the quality of service provided by the museum staff, who are friendly and knowledgeable, contributes positively to visitor satisfaction. Efficient operational processes, from ticket purchases to services during the visit, add to the comfort and positive experience of visitors. The museum also continues to strive to improve physical evidence and interactivity through the addition of interactive elements and the use of technology such as augmented reality to enrich the visitor experience.

The study also identified several areas for improvement, such as expanding the keris collection from more modern historical periods, increasing promotion through traditional media, and improving public facilities. Discount programs and family packages, as well as developing services for international tourists, such as guides in various languages, are also recommended to attract more visitors. Overall, by continuing to optimize the elements of the 7P Marketing Mix, the Surakarta City Keris Museum can maintain and increase its appeal as an important cultural tourism destination, attracting domestic and international visitors, and strengthening appreciation for Indonesia's cultural heritage.

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