Management of Instagram social media @Museumwayangbebersekartaji to increase brand awareness as a traditional educational center in Bantul in 2023

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ABSTRACT

Instagram is a social media platform that expedites content distribution, including promotional product advertisements. Significantly contributing to the expansion of brand recognition is digital marketing. Digital Integrated Marketing Communication (DIMC) generates a cohesive message by incorporating various marketing components into a digital platform. The Wayang Beber Sekartaji Museum espouses the importance of proficient branding, specifically within education. This research examines how an Instagram account functions as an informational and educational tool for individuals considering a visit to the museum to gain knowledge about the method employed in creating wayang beber using recycled materials. To enhance the rigor of the investigation, this research utilizes a qualitative case study approach and incorporates digital IMC theory, specifically e-WOM and brand awareness. The source of triangulation data is essential for acquiring comprehensive subject information. The utilization of this methodology for overseeing Instagram content fails to deliver messages to their designated demographic. This concern remains pertinent about the historically and technically purchased Wayang Beber merchandise. This research demonstrates how DIMC and E-Wom increase brand awareness on Instagram through an in-depth introduction to Wayang Beber and describing the manufacturing process used to implement movable figurines. Ultimately, they must evaluate the promotion strategy to eradicate irrelevant likes and followers.

1. Introduction

The Digital Integrated Marketing Communication (DIMC) is a marketing strategy that leverages technology to effectively disseminate targeted messages to the appropriate audience, considering timing and location. Integrating marketing strategy, branding, and technology is a fundamental aspect of the DIMC framework. The components above include digital elements, including digital advertising, digital personal selling, public relations, and direct marketing (Kliatchko, 2005).

Brand awareness is defined as the capacity of consumers to recognize and recall brands that are present in a particular product category (Wardhana, 2022), pertains to the capacity of customers to recognize and retain knowledge about brands within a certain product category. The extent of customer brand awareness is contingent upon the ability to discern the affiliation of a brand with a certain product category.

The proliferation of technological advancements has facilitated the use of social media and online platforms for the purpose of conducting online marketing. In the year 2023, it was seen that around 60.4% of the Indonesian population actively engage with social media platforms. Furthermore, it was found that among those aged 18 and above, a significant proportion of 79.5% use online media for various purposes. According to a study conducted by (Kemp, 2023), the demographic distribution of social media users reveals that 53.2% of individuals identifying as male engage with these platforms, while 46.8% of users identify as female. The advent of online media has become a prominent feature in contemporary culture.

(Martha, 2021) asserts that Instagram is a social media network that primarily centers on the sharing and dissemination of visual content in the form of photographs and videos. The creation of the platform occurred in 2010, spearheaded by Kevin Systrom and Mike. The nomenclature "Instagram" aptly conveys the concept of exchanging visual content and concise textual communications. This platform facilitates the sharing of activities, experiences, and narratives with followers, without imposing any restrictions on privacy.

The Wayang Beber Sekartaji Puppet Museum, located in Bantul Regency, Yogyakarta Province, has the distinction of being the first institution in Indonesia dedicated to the preservation of Wayang Beber and the dissemination of social values via this traditional art form. Yogyakarta is ranked second in terms of the number of well-managed museums, with a total of 40 establishments, behind Jakarta. The museum utilizes Wayang Beber Pancasila as its principal pedagogical instrument, often staging performances at renowned locations in Yogyakarta. The museum has a distinctive assortment of canvas sheets that portray narratives from Wayang, a traditional Indonesian art form. The Instagram account @museumwayangbebersekartaji serves as a platform for disseminating information pertaining to the museum, its educational programs, historical background, and the most recent updates. The Instagram account of the Museum Wayang Beber Sekartaji now has a total of 2,289 posts and has garnered a following of 3,097 individuals. The museum employs several forms of material to attract people and provide a competitive edge among other museums in Yogyakarta.

Table 1. The following table 1 presents a comprehensive list of competitors for the Wayang Museum in the DIY Province

No	Instagram Account Name	Number of Followers
1	@museumwayangbebersekartaji	3097
2	@museumwayangkekayon	2630
3	@abimanyu_wayang	1419

Source: Research findings

The number of visitors coming has seen a substantial growth from 2019 to 2023. The provided information consists of the following dataset:

Table 2. Presents the visitor data spanning the years 2017 to 2023

No	Years	Number of Visitors
1	2017	196
2	2018	823
3	2019	974
4	2020	638
5	2021	786
6	2022	2227

5	2023 (Until August)	1202
	Total	6846

Source: Research findings

The Wayang Beber Sekartaji Museum grew in visitor numbers up to 2019, reaching 1,993 thousand people. However, the following year, 2020, had a decline in visitor numbers attributed to the impact of the COVID-19 pandemic. Nevertheless, the museum's visitor count has shown signs of recovery, gradually increasing from 2021 to 2023. Despite having an active presence on Instagram since 2017, with a substantial following of 3,097 users, it is anticipated that the museum's follower count will see a decline by the year 2023. The frequency of posts, occurring twice per week at certain times, notably impacts the amount of involvement. This is evident via the engagement rate of roughly 1.13%, the Like Rate of approximately 1.06%, and the comparatively low Comment Rate of about 0.07% (Analisa.io, 2023).

Prior studies have investigated the impact of Instagram on bolstering brand recognition, as seen by the work of (Arini & Wibisono, 2022) hich specifically explored the promotional efforts of Romantic Garden Pinus as a tourist attraction. In their study (Wahyudiputra & Setiawati, 2023) conducted an investigation into the strategies used by PT. Indomarco Prismatama to maintain brand awareness through the Instagram account @Indomaret.

In contrast to other investigations, the present study aims to augment the brand recognition of the Museum Wayang Beber Sekartaji as a traditional educational establishment in Yogyakarta in the year 2023. The objective of this research is to examine several tactics aimed at enhancing museum brand recognition and stimulating both local and international museum attendance. The title of this study is "The Management of Instagram Social Media @Museumwayangbebersekartaji to Increase Brand Awareness as a Traditional Educational Center in Bantul." In the year 2023, this study will undertake an examination and evaluation of the facets.

2. Method

This research uses qualitative descriptive techniques to analyse written and oral information (Saleh, 2021). This research aims to assess the progress and development of the Instagram account used by the Museum Wayang Beber Sekartaji in Bantul, specifically focusing on the year 2023. A case study is a detailed research endeavour to understand a particular social issue deeply. The methodology used in this research is gathering data from diverse sources and examining individual or societal entities throughout a defined timeframe, with the aim of deepening comprehension of the topic under investigation (Nursalam, 2016). This study included doing primary data collection via direct interviews with key stakeholders, including the Owner, Instagram Manager, and Museum Wayang Beber Sekartaji Ambassadors. The study used several interview formats, including structured, semi-structured, and unstructured interviews. Interviews serve as a means through which individuals engage in the exchange of ideas and information via a structured framework, including the posing of questions and the provision of corresponding responses. According to (Wicaksana & Rachman, 2018),this approach enables researchers to directly get information from persons who are pertinent to the study. In order to enhance the credibility of the data, this study also used the technique of data source triangulation. This finding suggests that the data used in the research has more credibility and dependability due to its acquisition from diverse sources, including documentary archives and interviews (Crystallography, 2016).

3. Result and Discussion

4.1. *Digital Integrated Marketing Communication*

(Kliatchko, 2005) posits that Digital Integrated Marketing Communication (DIMC) is a marketing strategy that leverages technology to effectively disseminate targeted messages to the appropriate audience, considering timing and location. Integrating marketing strategy, branding, and technology is a fundamental aspect of the DIMC framework. The components above include digital elements, including digital advertising, digital personal selling, public relations, and direct marketing:

a. Digital advertising refers to promoting products, services, or ideas using digital platforms, including websites and social media channels, to effectively communicate messages and disseminate information to a specific and intended audience. Museums can interact actively with their followers on social media platforms, foster robust connections with enthusiasts, and effectively disseminate targeted messages to specific audiences.

b. Digital personal selling refers to directly connecting with clients or potential consumers via digital platforms, including but not limited to online chat, video chats, and email. Museums can effectively advertise associated goods and collections and engage in direct communication with visitors or academics through online chat or video chats.

c. Public Relations (PR) involves strategically developing, cultivating, and auguring favourable connections between the museum and its visitors. Public relations (PR) is crucial in enhancing public comprehension of the Museum Wayang Beber Sekartaji via media coverage and social media activities.

d. *Direct marketing* is a marketing strategy that involves the direct interaction of clients, bypassing any middlemen. Museums can directly connect with their audience, disseminate information about current events and activities through social media platforms, and facilitate direct engagement with visitors.

In 2023, the Museum Wayang Beber Sekartaji has the potential to enhance its visibility and audience engagement by implementing a Digital Integrated Marketing Communication strategy.

4.2 Instagram

Instagram is an online social networking platform established in 2010 by Kevin Systrom and Mike, primarily emphasises visual content such as photographs and videos. The nomenclature 'Instagram aptly embodies the underlying principle of disseminating visual content and concise textual communication. This platform allows individuals to disseminate activities, experiences, and narratives to their followers without encountering any privacy constraints. Furthermore, using social media platforms is a proficient mechanism for promoting various enterprises and endeavours, such as the Wayang Beber Sekartaji Puppet Museum (Martha, 2021). This paper discusses the potential use of Instagram as a promotional tool for the institution:

a. Photo and Video post: The museum can post visual media, such as photographs and films, about their wayang beber artefacts and live performances. This facilitates the comprehension of the cultural and historical significance of the museum's collection among its followers

b. Caption: Museum captions convey vital facts about the museum, including its historical background, contents, geographical whereabouts, operational schedule, and entrance charges. In addition to their primary function, captions may serve as a means of engaging with one's followers, initiating inquiries, or soliciting viewpoint

c. Comment: Individuals using Instagram can provide commentary in the form of comments underneath the photos shared by the institution. This tool can collect affirmative comments or address inquiries from visitors.

d. Instagram Story: The museum may use the Instagram Stories function to disseminate brief films or photographs showcasing the many aspects of Wayang Beber's performance preparations, rehearsals, or other distinctive occurrences. This approach offers an expedient means of disseminating material and fostering active participation from one's audience.

The Museum Wayang Beber Sekartaji may use hashtags such as #takeknalmakatakwayang, #wayangbebersekartaji, and #kampungdluwang on Instagram to enhance its online presence and get attention from potential visitors. Instagram plays a pivotal role in facilitating promotional activities and cultivating connections with the target audience.

4.3 *Brand Awareness*

Brand awareness refers to an individual's capacity to identify or recollect a brand within a specific product category, as stated by (Wardhana, 2022). There are four distinct degrees of brand awareness:

a. Top of Mind: Enhancing visitor cognizance of the Sekartaji Wayang Beber Museum as a cultural tourism site using collaborative initiatives with other cultural establishments and providing a remarkable educational encounter.
b. Recall Brand: Augmenting visitors' cognitive retention of the museum amplifies the probability of their subsequent visitation.
c. Brand Recognition: The process of developing the museum's distinct brand and image by leveraging its historical significance, using a distinctive logo design, and implementing online marketing strategies, including hashtags such as #gettoknowSekartajiWayang, #SekartajiWayangBeber, and #kampungdluwang.
d. Brand Unaware: The museum could increase its promotional activities and mitigate the issue of brand unawareness by using more efficient marketing techniques beyond relying only on word-of-mouth.

Implementing this strategy presents the Sekartaji Wayang Beber Museum with the potential to enhance public recognition of its brand and draw more visitors.

4.4 *Electronic Word of Mouth (E-WOM)*

According to Torres & Zhang (2022), marketing museums in the pre-internet era mainly depended on spoken referrals. The advent of electronic word-of-mouth (eWOM) on the internet has facilitated the dissemination of informal communication and museum recommendations to a broader audience of tourists. Digital channels, including social media, blogs, and websites, may achieve this. Several signs suggest that electronic word-of-mouth (eWOM) has a significant role in shaping the overall experience of museum visitors:

a. The Influence of Electronic Word-of-Mouth (eWOM): Through eWOM, museum visitors are allowed to engage in interactive experiences and assess the museum, shaping their subsequent perceptions of the institution
b. Utilizing Electronic Word-of-Mouth (eWOM): eWOM facilitates the ability of prospective visitors to access and consider suggestions and evaluations provided by past visitors.
c. Information Acquisition: Electronic Word-of-Mouth (eWOM) facilitates gathering relevant information about the museum, enhancing its significance to visitors.
d. Concerns may arise among visitors if they need help getting pertinent information on the museum via online sources before their visit.

4. Conclusion

The data analysis findings indicate that the Sekartaji Wayang Beber Museum in Bantul, Yogyakarta, has effectively enhanced its brand recognition and public appeal by using digital marketing tactics, particularly emphasizing the Instagram platform. Furthermore, the museum employs Electronic Word of Mouth (E-WOM) as a promotional strategy. Instagram has emerged as a crucial instrument for fostering connections with individuals, disseminating superior content, and cultivating a favourable perception. The utilization of distinctive hashtags contributes to the amplification of brand recognition and electronic word-of-mouth (E-WOM). Notably, E-WOM encompasses the impact of evaluations and suggestions provided by past visitors, significantly shaping the level of interest shown by future visitors. This research emphasizes the significance of augmenting conventional museums with digital technologies to enhance their impact and effectiveness. In this study, a qualitative descriptive approach was used to examine the utilization of Instagram to enhance brand recognition by the Sekartaji Wayang Beber Museum in Bantul throughout the year 2023. This case study used various sources and employed three distinct interview styles. The researchers used source triangulation to assess the veracity and credibility of the study.

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