



Social Media Marketing of Museum Benteng Vredeburg through Instagram in Building Brand Loyalty

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ABSTRACT

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This research analyzes how social media marketing strategies on Instagram can build brand loyalty at Museum Benteng Vredeburg. In a situation of intense competition, museums face challenges to attract and retain visitors. With a qualitative approach, data was collected through observation, interviews, and documentation. The findings showed that before the renovation, the museum experienced low engagement due to inconsistent content. However, after the renovation, the museum improved its marketing strategy by presenting more engaging and interactive content, such as hashtag campaigns and Q&A sessions. This approach is in line with the all-important to build relationships with audiences. In addition, brand loyalty theory explains that consistent positive experiences can create a strong emotional bond between visitors and the museum. In conclusion, implementing an effective social media marketing strategy is crucial to building and maintaining visitor loyalty, making the museum a relevant cultural destination.

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1. Introduction

In an era where digital technology increasingly dominates almost all aspects of life, the tourism and cultural industries are no exception. Cultural institutions, such as museums and historical monuments, are faced with the pressure to innovate in an effort to maintain their relevance amidst increasing competition. One of the major challenges faced by cultural institutions is how they can stay connected with visitors, especially in unpredictable situations. Benteng Vredeburg is one of the important historical heritages in Indonesia, which is a Dutch colonial heritage building located in Yogyakarta, Museum Benteng Vredeburg serves as a historical landmark with a vision as a space for cultural heritage exploration and a collaborative historical community. The museum focuses on integrated community service and engagement, as well as encouraging creativity and social change. Currently, Museum Benteng Vredeburg is under the auspices of Museum & Cultural Heritage (IHA/Indonesia Heritage Agency) as a Public Service Agency (BLU) under the Directorate General of Culture of the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia, which is responsible for 18 museums and 34 national cultural heritage sites in Indonesia. The rapidly changing times have affected the development of museums around the world, including in Yogyakarta, where many museums such as Sonobudoyo Museum, Museum Perjuangan, and Pangeran Diponegoro Museum are facing challenges in increasing the number of visitors.

According to Sony, (2020) although museums are established to affect the needs of the public that cannot be met by other sectors, they often pay little attention to issues of competition, both with other museums and with other forms of entertainment. Changes in politics, economics, and society make increasing competitiveness essential. Today, museums focus more on the visitor experience, not just the collection. This makes museums a place not only to view collections, but also to learn

and have fun. Thus, the activities carried out by museums must provide wider benefits to society. In line with Sony, (2020) statement about the importance of museums to adapt to the needs of society and increase competitiveness, this study analyzes the social media marketing strategy of Museum Benteng Vredeburg through Instagram to understand how the museum's social media marketing can build brand loyalty. This research aims to analyze the social media marketing strategy of Museum Benteng Vredeburg on Instagram, focusing on how these efforts can build brand loyalty. Amidst the digital challenges faced by cultural institutions, the museum experienced low visitor engagement on social media, particularly on Instagram, before the renovation phase. During the renovation period, the museum began to take initiative by uploading engaging and informative content, creating an interactive experience for followers on social media (Junaedi, Fadillah, & Nisa, 2023). After the renovation was completed, Museum Benteng Vredeburg experienced significant changes in their marketing strategy on Instagram. The content produced became more diverse and engaging, portraying the renovation process, history, as well as the latest activities at the museum in an attention-grabbing manner. These changes not only increased user engagement online, but also reinforced the museum's image as a relevant and interesting cultural destination.

Various efforts have been made to solve the issue of visitor engagement in museums through the utilization of social media. Research such as that conducted by Imam Ozali & Ida Rahayu, (2023) regarding marketing strategies at Bintan Resort shows that marketing through Instagram is able to increase tourist awareness and interest. The results of the study underline the importance of diversity, creativity and innovation in posted content. Engaging content, including high-quality photos and videos, as well as the use of hashtags and interactive features, proved effective in strengthening brand awareness and attracting more visitors. While many previous studies have focused more on the technical aspects of marketing, they have often under-examined the emotional impact of content on visitor loyalty. Research by Kadek Dwinandya Agintha PG, (2022) shows that marketing strategies through social media are very effective in increasing visitation interest, especially through the use of online communities and interaction. This research emphasizes the importance of providing clear guidelines and consistent interaction to attract visitors. In addition, research by Ariq Zaidan & Doddy Iskandar C, (2024) at the Geological Museum highlighted that promotions that highlight featured collections and upcoming events can attract more visitors, and emphasized the importance of diverse and creative content.

Many of these other studies do not consider how interactive content and memorable digital experiences can strengthen the relationship between museums and audiences. Therefore, this research offers a broader application of social media marketing indicators, which includes in-depth interactions and community engagement to create an emotional bond between visitors and museums. With this approach, it is hoped that this research can make a significant contribution in increasing visitor loyalty as well as offer a more comprehensive strategy for museum managers to adapt to the development of the digital era.

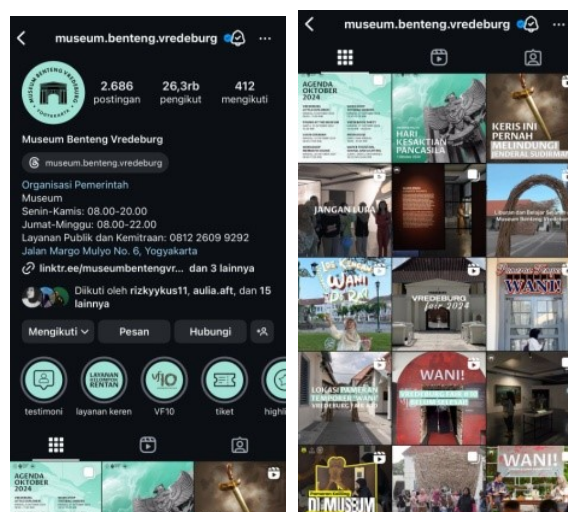


Figure 1. Account Views and Posts of Museum Benteng Vredeburg
(Source: Instagram @museum.benteng.vredeburg)

2. Theoretical Framework

In this study, the authors found that the findings are in line with the social media marketing theory described by As'ad and Alhadid in Derista, (2019) which includes five main indicators:

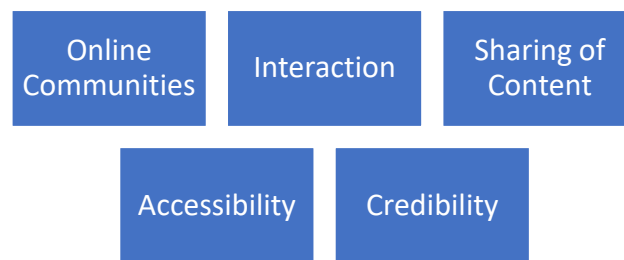


Figure 2. Social Media Marketing
(Source: Researcher's Process)

Online Communities: An online community can be defined as a group formed around a common interest in a product or business, established through the use of social media. **Interaction:** Interaction refers to the ability to add or invite friends, peers, or network members, so that followers can connect, share, and communicate with each other directly. **Sharing of Content:** Sharing content relates to the interaction between individuals, distribution and acceptance of content according to social rules, as long as the content may be in the form of images, videos or status updates. **Accessibility:** Refers to the ease of access and minimal cost of using social media, which allows users to easily start or engage in conversations online. **Credibility:** The last dimension is credibility, which is defined as clear messaging that reflects the brand to build trust in what it says or does, as well as connect emotionally with the target audience

3. Method

This research uses a qualitative approach to gain an in-depth understanding of social media marketing applied by Museum Benteng Vredeburch on their Instagram account. In a qualitative study, research subjects are usually referred to as informants, namely individuals or groups of people who are asked for certain information or information related to the research being conducted (Ramdhani, Winoto, & Rodiah, 2023). From several aspects of the criteria in determining informants, researchers can determine the subjects of this study are the marketing manager of the Vredeburch Fort Museum, the social media management team, and active visitors to the Vredeburch Fort Museum who are involved in interactions on Instagram. As for the object of research, the social situation that we want to know more about is related to the use of Instagram social media in building brand loyalty of Museum Benteng Vredeburch.

Data collection methods refer to techniques or strategies used by researchers to gather information, while data collection instruments are tools or methods chosen and applied by researchers in an effort to obtain data in a structured and systematic manner. In the context of this research, the researcher acts as the main instrument and data collector. The data collection procedure includes three main stages:

First, direct observation. The author chose direct observation because it allows researchers to directly see how users respond and interact with the content posted by the museum. Second, interviews. This research uses interview techniques to gain insights from various parties related to social media marketing of Museum Benteng Vredeburch through Instagram in building brand loyalty. And finally, documentation. This documentation not only provides an overview of the development of the museum's social media strategy, but also helps to identify significant changes in the way they communicate. For example, there could be changes in the type of content posted, an increase in response from users after a particular campaign is launched, or adjustments to the strategy to keep up with new trends or user needs.

The data validation technique that researchers use is the triangulation data validation technique, which according to Sugiyono in Miawaty, (2021) is a method of verifying data from various sources with different approaches and times. There are three aspects of triangulation: sources, data collection

techniques, and time. The author only uses source and technique triangulation. According to Chania, (2023) Source triangulation is a technique used to ensure that data can be trusted by checking information from a variety of different sources, such as interviews, archives, and other documentation. While triangulation of techniques is used to ensure data validation by checking data obtained from the same source using methods or techniques obtained from observation then verified by interviews.

4. Result and Discussion

4.1. Presenting the Result

a. Online Communities

Online communities form around a common interest in a product or service, and are connected through the use of social media according to Schau H. J in (Parastika, (2020). From the results of interviews that the author got at Museum Benteng Vredeburg, this community developed not only on social media but also through community forums. They actively collaborate in various activities, such as monthly events and book discussions. Museum Benteng Vredeburg has managed to build a dynamic community network through collaboration with various groups and organizations. With around 40-45 active communities involved, interaction on social media, especially Instagram, facilitates communication and promotion of events. This is not only attracts visitors, but also allows museums to reach a wider audience and build loyalty in a more personalized way.

Collaboration with international institutions such as the National Museum of Asian Art, Smithsonian Institution, demonstrates the museum's commitment to improving its capacity and management quality. Through this collaboration, they are able to share expertise and best practices, potentially improving the visitor experience as well as the museum's operational standards. Community activities are also an important part of this effort. For example, the Museum Night Community ran the "Explore Museum Night" program in 2020, which attracted visitors and created a unique experience. In addition, the "Vredebook Party" event held during Vredeburg Fair #10 in 2024 provided a platform for book discussions, invited authors to share their knowledge and experiences, and strengthened interactions between (Mandiri, (2024). Other programs, such as "Pound at the Museum" by the Poundispat community, celebrated Indonesia's 79th birthday. This shows that the museum focuses not only on art and culture, but also on health and wellness, creating a more holistic experience for visitors (Mandiri, (2024). By supporting various community engagement activities, the Museum not only increases visitor attendance and engagement, but also builds closer relationships with the local community. This engagement contributes to the strengthening of community identity and provides opportunities for individuals to express their creativity. Through various initiatives and collaborations, Museum Benteng Vredeburg has successfully integrated the community into its operational practices. This approach not only enriches the visitor experience, but also creates synergy between the museum and the community, making the museum an inclusive and competitive center of cultural activities.



Figure 3. Example of Community Collaboration with the Museum
(Source: Vredeburg.id website and Instagram @museum.benteng.vredeburg)

b. Interaction

Social media allows for greater interaction with the online community through information that is always up-to-date and relevant to customers. The most common form of interaction between Museum Benteng Vredeburg and visitors is Instagram, especially through the Direct Message (DM) feature, mentions, and repost stories among followers, as well as on WhatsApp (WA) visitors often ask for details related to services at the Museum. The Museum often holds quizzes or question and answer sessions on Instagram, and followers of Museum Benteng Vredeburg are always enthusiastic about participating. In addition, the museum regularly monitors how often visitors interact with the content uploaded through Instagram account Insights. The museum has specific strategies to increase engagement, such as paying attention to content quality, ensuring optimal editing, and having a clear content plan and regular posting schedule. The museum also pays close attention to visitor feedback by providing feedback and critiques, and always strives for excellence through continuous evaluation.

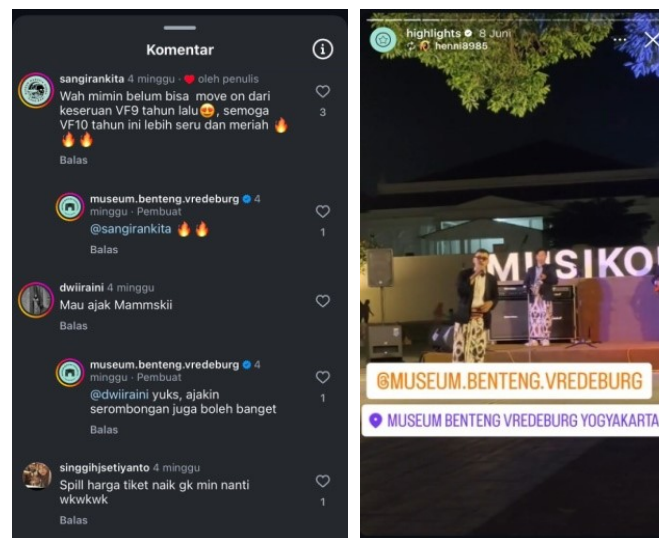


Figure 4. Example of Museum Benteng Vredeburg's interaction with its followers on Instagram
(Source: Instagram @museum.benteng.vredeburg)

c. Sharing of Content

Sharing of content is the process of exchanging, distributing, and receiving content on social media involving various types of media, such as images, videos, and status updates (Muchtar, Sulistiono, & Mulyana, 2024). The Sharing of Content dimension on Instagram can be linked to several indicators of content sharing. First, Instagram is used as a medium for exchanging information, which can be implemented when users share posts from Instagram business accounts via DM with other users. Second, distributing content, which can be done by sharing posts from Instagram business accounts via Story. Finally, getting content, which can be implemented by sharing posts from Instagram business accounts to be reposted or regramed by users.

At Museum Benteng Vredeburg, visitors actively share content related to exhibitions and interesting events held, creating an atmosphere of active interaction. The museum has a strategy to encourage visitor sharing of content by providing unique experiences. Innovative facilities, such as special events, captivating fountains, and mesmerizing video mapping, not only increase the attractiveness of visitors, but also inspire them to create creative content. When sharing on Instagram Story by mentioning the museum's account, visitors participate in building a digital community.

As a token of appreciation, the museum reposts visitors' stories and adds them to the highlights as testimonials, recognizing their contributions. Collaborations with national influencers and artists were also strengthened to expand the network. To increase the visibility of posts, the museum consistently uses the hashtag #CumadiVredeburg, allowing them to reach a wider audience. With

this approach, Museum Benteng Vredeburg not only facilitates the sharing of content, but also creates valuable experiences for visitors and the surrounding community.



Figure 5. Form of Sharing of Content between visitors and Museum Benteng Vredeburg and cooperation with influencers and national artists
(Source: Instagram @museum.benteng.vredeburg)

d. Accessibility

Accessibility refers to the ease of accessing social media by many people at a low cost to use. Users with internet access can start or participate in conversations on Instagram. As outlined by Parsuraman (1985) and Jun & Cai (2001) in Parastika, (2020) first, short waiting times, where users receive quick responses from business accounts. Second, the convenience of access that allows the use of Instagram anytime and anywhere. Finally, ease of access through various devices such as smartphones, laptops, or tablets.

Museum Benteng Vredeburg is committed to ensuring access to information for everyone by utilizing Instagram to answer questions and refer to highlights, thus encouraging users to explore the content further, although information is also available on the website and interaction via Instagram and WhatsApp is more frequent. In addition, the museum strives to make content inclusive for visitors with disabilities, using ALT text for the visually impaired and accessibility features on the vredeburg.id website. The museum also provides easy access for visitors by providing information about tickets and exhibitions that can be accessed directly through the highlights feature on Instagram. In addition, the museum takes into account various cultural backgrounds in its content, maintains applicable norms and values, and provides videos with narration and text to ensure all visitors can understand the information well.

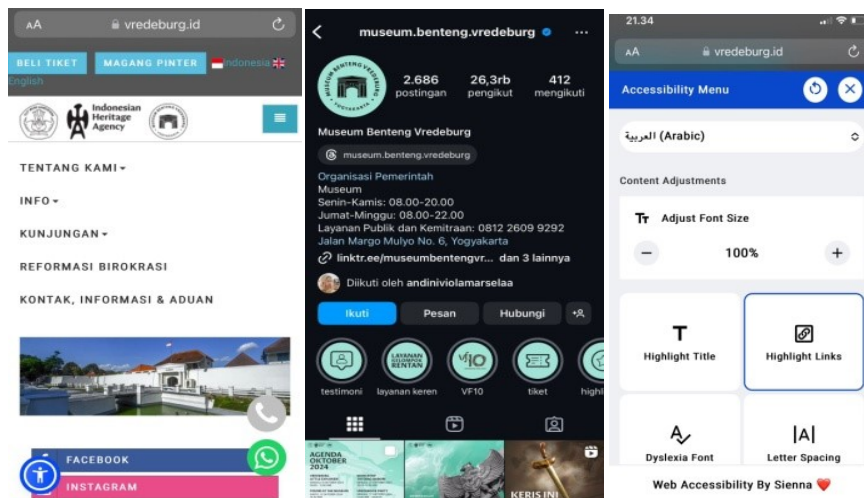


Figure 6. Access to information contained in the Vredeburg Fort Museum (Source:Vredeburg.id website and Instagram @museum.benteng.vredeburg)

e. Credibility

Credibility is the delivery of clear and relevant information to build consumer trust in a company or brand. According to Yolanda & Lidyah, (2024) Credibility depends on the way the message is delivered to increase trust, as well as the extent to which the message is emotionally connected to the audience you want to reach. For this reason, Museum Benteng Vredeburg ensures the accuracy of information shared with the public on target through Instagram by having a social media team as a verifier. If the content posted is inaccurate, the team will ask to be re-evaluated and try to straighten out the information. In addition, every content includes clear sources and museum identities, both from documents and trusted sources. Before posting, research is conducted to understand the needs of visitors, so that the information presented is always accurate and relevant.



Figure 7. Example content showing how information is presented, complete with sources and museum identity

(Source: Instagram @museum.benteng.vredeburg)

Based on the five indicators above, namely Online Communities, Interaction, Sharing of Content, Accessibility, and Credibility have an important role in building brand loyalty. Brand loyalty reflects a strong commitment to the brand, which is formed from the overall values it offers. For competitors, achieving this loyalty network is a difficult and expensive challenge, considering that a consistent relationship between consumers and brands over a long period can be the foundation for sustainable loyalty (Cooper, 2014) in Putri, (2022). Consumer engagement with the product is recognized as one of the key elements in achieving brand loyalty, where positive experiences felt by consumers greatly influence their view of the brand. Although perceived quality is not the main factor in building loyalty, its influence remains significant and can strengthen individual loyalty to certain brands (Hargiana Ningrum, Marisa, 2024).

Brand loyalty sangat dipengaruhi oleh kualitas layanan yang diberikan oleh sebuah merek, dan dalam hal ini, museum menunjukkan komitmennya terhadap pelayanan yang berkualitas. In the context of Museum Benteng Vredeburg, efforts to build visitor loyalty are carried out through active interaction on social media, such as Instagram, where the museum is responsive in replying to DMs and comments, reposting visitor content, and displaying testimonials on highlights and other platforms. Brand loyalty is strongly influenced by the quality of service provided by a brand, and in this case, the museum shows its commitment to quality service.

In addition, the presence of educators ready to accompany visitors and explain the history of the museum, along with exciting and innovative programs that are constantly updated, not only enriches their experience but also creates a deep emotional bond through friendly service. Consumers tend to

be more loyal to brands that provide satisfying customer experiences and are responsive to their needs, and Museum Benteng Vredeburg successfully fulfills these criteria.

All of this contributes to increased visitor loyalty towards the museum as part of an unforgettable cultural and historical journey. Consistent service quality in museums not only strengthens the emotional connection between visitors and the venue, but also increases the likelihood of visitors returning, compared to other competitors offering similar experiences. As such, museums' efforts to become collaborative spaces of exploration and community engagement go hand in hand with creating strong brand loyalty.

4.2. Create a Discussion

In this study, the results obtained show that social media marketing of Museum Benteng Vredeburg through Instagram significantly contributes to building brand loyalty, and these results are in line with social media marketing theory which identifies five main indicators: Communities, Interaction, Sharing of Content, Accessibility, and Credibility. These findings not only reiterate the results of previous research, but also expand our understanding of how the emotional and interactive aspects of social media content can strengthen the relationship between museums and visitors.

First, the existence of active Online Communities shows that Museum Benteng Vredeburg has successfully created a space for the community and visitors to interact and engage actively in the social sphere. This confirms Ariq Zaidan & Doddy Iskandar C, (2024)'s research at the Geology Museum underlined the importance of promoting featured collections and upcoming events to attract visitors. However, this study brings a new perspective by showing how community building can increase brand loyalty on an ongoing basis. The results of this study support this view, indicating that a diversity of relevant content can strengthen the community around the museum. In addition, the results of this study also show that the community that formed not only increases engagement but also contributes to sustained brand loyalty, where community members serve as advocates for the museum.

Second, this research shows that the high level of interaction, especially through interactive features on Instagram such as polls, quizzes, and Q&A sessions, plays an important role in increasing visitors' emotional engagement. Museum Benteng Vredeburg emphasizes the effectiveness of marketing strategies that utilize this interaction to attract visitors. These results are in line with the research of Kadek Dwinandya Agintha PG, (2022) at the National Awakening Museum, which shows that marketing strategies that utilize interaction can significantly increase interest in visiting the museum.

The results of this study add insight that relevant and emotionally engaging interactions can create stronger relationships between museums and visitors. For example, visitors who actively participate in quizzes feel more connected to the content, which in turn increases their loyalty to the museum brand. Research Imam Ozali & Ida Rahayu, (2023) also supports this view, stating that creative and innovative interactions can strengthen the appeal of a destination. Thus, interaction is not just about communication, but also serves to build deep emotional bonds, strengthening visitors' engagement and attachment to the museum.

Third, in terms of Sharing of Content, the results obtained show that the unique experience offered by the museum can trigger visitors to share content, thus creating a positive public interest effect. This is in line with previous research by Imam Ozali & Ida Rahayu, (2023) yang menunjukkan bahwa konten menarik dapat meningkatkan brand awareness. which shows that interesting content can increase brand awareness. This research emphasizes that museums have an active role in creating experiences that are not only interesting but also worth sharing. When visitors share their experiences on social media, this not only increases the museum's visibility but also strengthens their online presence, attracting more visitors.

Fourth, the accessibility aspect also proved important in this study. By ensuring that information is easily accessible and reachable to a wide range of people, Museum Benteng Vredeburg not only increases engagement, but also builds visitor trust and loyalty. Research Kadek Dwinandya Agintha PG, (2022) supports this argument by emphasizing that good information accessibility is essential to building long-term relationships with audiences.

Finally, the credibility built through the delivery of accurate and relevant information further adds to the strength of this research finding. The social media team responsible for content validation proves that the museum is not only concerned with marketing, but also committed to the quality of information presented to visitors. This finding is in line with research Imam Ozali & Ida Rahayu, (2023), which shows that credibility can increase visitors' trust in museums. Consistent and accurate information not only attracts new visitors but also maintains the loyalty of existing visitors, creating a positive image for the museum as a credible institution.

5. Conclusion

Based on the results of this study, it can be concluded that, although the results of this study support many previous findings, this study also introduces a new perspective that emphasizes the importance of emotional interaction and user experience in building brand loyalty. The integration between theory and previous research provides a solid foundation for museum marketing strategies to sustainably increase brand loyalty and visitor engagement. This research offers valuable insights for museum managers and marketers to design more effective strategies to utilize the potential of social media.

Suggestions for future expectations, further research can explore other factors that may affect visitor loyalty, as well as develop more innovative marketing strategies in the digital era. The findings are expected to be a reference for museum managers and other cultural institutions in an effort to strengthen relationships with visitors in the future.

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