

## UNDERSTANDING VISITOR BEHAVIOR ON SOCIAL MEDIA USAGE IN INDONESIA'S MUSEUM

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### ABSTRACT

The purpose of this study was to understand the behavior of visitors that visited the museum and the adoption of social media technologies in the museum in Indonesia. The growing presence of social media allows the opportunity for the branding and marketing of the non-profit organization with limited resources but demand high impact. Museum industry in Indonesia needs to preserve and communicate their culture to the public with limited financial and human resources. Social media was proven to solve this problem. The data was collected from a sample of 63 respondents using a questionnaire. The data were analyzed using descriptive analysis. The results were most of the social media users are in the productive age who have the minimum an undergraduate education, and most of them live in Java. They are not visiting the museum frequently, and their visiting purposes are to learn or study about Indonesia culture triggered by their school, relaxing, personal desires, and visit by accident. They know information about the museum from the search engine, offline, and social media. Most of the museum in Indonesia give bad experience to their visitor, and only some offer a positive experience. The limited social media users in Indonesia, who already aware of museum presence in social media, utilize it to get information about the museum (profile, exhibition, collection, and news), socializing with other social media members, and showing their existence in society. They suggest that museum management should update their social media frequently. This study examines the characteristics of Facebook Fan Page Museum user (age group, gender, residence location, and education level) and their behavior in using Facebook Fan Page Museum. Since there is no research in this field in Indonesia, the findings can be used by museum managers for managing their social media in marketing and education for the community.

**Keywords:** *Online Visitor Behavior, Museum Social Media, Edutainment Marketing, Online Visitor Expectation, Indonesia Museum.*

### 1. INTRODUCTION

Hasan stated that the index of competitiveness of Indonesia tourism in 2016 is still position 70 and far behind from their neighbors such as Singapore, Malaysia, and Thailand [1]. The tourism industry in Indonesia has several advantages and disadvantages. The benefits of Indonesia's tourism are the rich natural resources, competitive pricing, and the active role of government in promoting tourism in Indonesia. However, Indonesia tourism lacks development in transportation, tourism, and ICT infrastructure. The tourism industry contributed 3.1% of total gross domestic product in 2011 and is predicted to grow 6.9% from 2013 to 2022 [1]. The

number of international tourist arrivals is approximately 7.7 million in 2011 and generates income worth approximately US \$ 7.9 Billion [1]. Museums are one of the potential tourism destinations and places where travelers can understand the cultural identity of the destination. In the past, museums were established to manage the private collection of the nobles or the group of scientists with the aim of raising the image of its owners. Those collections were gathered for their uniqueness, classical characteristics, or peculiarities. The purpose is to preserve the existing collection. As the time goes, the functions of the modern museum shifted to serve the needs of the society that promoted a new cultural identity. So

modern museums managed their collection to be a cultural heritage that can be communicated to the public [2]. The function of the museum is a medium of conservation, education, and public entertainment centers. Very few Indonesian has visited the museum.

There are several studies on the reasons why the public is less interested in visiting the museum. These reasons include the negative perception of society to museums, the fact museum managers do not understand the needs and desires of visitors, and the fact museum visitors feel museums are not comfortable, seductive, or relaxing places [3]. Based on previous research, museums realize the importance of giving attention to the needs of museum visitors by encouraging young people to visit museums through exhibiting collections in shopping centers [4]. Also, governments have provided financial support to the museum managers for the promotional activities aimed at increasing museum visitor numbers. Educational strategies can apply active learning to engage visitors along with the knowledge and experience they had and presented in an edutainment format [4][5].

Promotions can be undertaken utilizing technology such as websites and social media (Twitter, Facebook, and Instagram). Museums can develop and deliver a mission to educate people regardless of time and place. Most museum managers in Singapore have used technology to interact with visitors and potential visitors to the museum. With the application of these technologies, visitors can easily access cultural heritage presented by museums. Visitors can plan and evaluate their visit individually, encouraging visitors to participate in programs organized by the manager of the museum, visitors can actively communicate with the museum throughonline and on-site [6]. The use of technology in Indonesia's museums is not optimal, although some museum managers already have a website and use social media. Some websites and social media are not well-managed nor are they frequently updated. The existence of ICT has led to changes in demand from tourists. There is an increasing trend for travel providers to use ICTs [7]. There is an urgency for the museum management to conserve the Indonesia culture to the society in international and national level by adopting IT [8].

Currently, tourists are becoming more complex and demand higher quality products. Their characteristics are flexible, segmented, and very varied [4], [7], [9]. While from the supply side, the internet allows potential museum visitors to get

instant access and distribution of information about museums and redesign existing processes at the museum [10]. ICTs help management make decisions by collecting all the information about the external environment, competition, and customer needs so that it can innovate and improve its competitiveness.

Since there are no research in this field in Indonesia and some museums not managed their social media for marketing and education, this study examines the characteristics of Facebook Fan Page Museum user (age group, gender, residence location, and education level) and their behavior in using Facebook Fan Page Museum. The research question in this research is what is the characteristic of Facebook Fan Page Museum user (age group, gender, residence location, and education level) and their behavior in using Facebook Fan Page Museum.

The purpose of this research is to understand the visitor behavior in the museums and the adoption of social media technologies in a museum in Indonesia. The first section will discuss the characteristics of social media users. The second section will examine social media user behavior when they are visiting the museum in Indonesia. Lastly, it will discuss the adoption of social media in museums in Indonesia.

## 2. RELATED WORK

Social media is a collection of terms for various social networking sites and internet-based communities such as blogs, podcasts, reviews and wikis [11]. Social media is an online community that participates in a dynamic engagement, enabling its members to generate, publish, control, criticize, classify, and interact with online content [12]. One example of social media is Facebook, Twitter, Instagram, Flickr, and Google+ [11]. Before social media, customers did not have much choice of communication channels. So the organizations needed to provide a budget to get the attention of customers through outbound marketing. With the high penetration of Facebook usage by the community has forced the organization not only to communicate with customers but how to transform communication into customer experience, customer relationships, customer involvement in new product development process, and even evaluate the brand [13]. Communities can also use Instagram to communicate their experiences interactively through images and videos [14]. The concept of inbound marketing seeks to attract people by creating content that is needed by the community

and placed on Google so it can be found. With the development of social media then the trend in communicating and interacting changes. Facebook is one of the social media that has some view that is: Facebook Profile Page, Facebook Pages, Facebook Group Pages, Facebook Event Pages, and Facebook Places [11]. The Facebook Profile Page is used to market individuals so that social media users can "make friend". Facebook Pages are used to represent businesses, political communities, social organizations, or artists so that social media users can "like" the page. Facebook Group Pages are used to communicate with members who have similar interests; This group can be set to public, closed, or hidden. Facebook Event Pages are used to promote activities owned by Facebook Profile Pages or Facebook Pages. Facebook Places is used by mobile devices where users to check in or share the location where they are located to their colleagues, through this function business managers can use this feature to promote their location. Some of the reasons users like branded in Facebook are: for promotion, to provide feedback, learn about products and services, and get the latest brand activity.

Proctor states that the presence of museums in the digital age is not only limited to using the website but can use other digital media to disseminate information relating to the museum [15]. This is in harmony with the public can visit the museum through cyberspace so that museum managers need to provide solutions how to answer the needs of people who have not been able to attend physically, e.g., one of them by participating present through social media. Fletcher & Lee stated that most of the museum's presence through social media in the United States still uses one-way communication strategies, the use of Facebook and Twitter is limited to delivering news of upcoming activities and activities [16]. Also, social media can be used to help formal and non-formal learning processes while visiting museums, students and mentors can participate, contribute and collaborate wherever and whenever with the aid of social media. Charitonos et al., Suggested interaction through social media can enhance students' impression, participation, and enthusiasm when visiting the museum [17]. Online interaction can assist in the discussion and exchange of information between students and mentors as well as sharpen the experience when visiting museums collectively. With the growing popularity of social media adoption by the public, visitors who want to come will use social media to plan their visits. At the time of visiting the museum, visitors want to share the

experience of his visit to the museum through social media owned. This will attract the attention of colleagues to interact with the experiences shared through social media. Harahap stated that there is a positive influence between the promotions of visitor satisfaction in the Museum Ronggowarsito. Therefore museum managers need to hold cultural exhibition activities and disseminated with the help of social media [18]. Jannah et al. stated that the organizers of Museum Ten November Surabaya feel the importance of forming a group on social media to connect consumers with culture and social environment [19]. Pasya states that advertising on social media influences on visiting interests at the Museum of the Asian-African Conference [20]. Sundjaja & Ekawati said that the importance of connecting social media with websites on the Museum Bank Mandiri so that museum managers can convey information related to the museum on the website and share it on social media [21].

In the use of e-marketing, organizations through various stages of evolution, beginning with the development of websites for one-way communication to websites that have functions for two-way communication and sales transactions [11]. The first generation of websites in the tourism industry is a passive website that contains the transformation of brochures in digital form and serves as a supplement to communication activities without having the possibility to interact. The second generation of websites in the tourism industry already has the function to conduct business activities online. Recent years have emerged a new generation of websites that provide interactive functions where visitors can give an opinion on the experience at the time of visiting the sights. Various forms of communication encourage dynamic social relationships in the online environment where organizations in the tourism industry need to combine individual communications with individuals using email and instant messengers, individual communication with individual groups with web pages and blogs, and communication between individual groups using wikis [11]. Website development is felt to be a necessity in the modern tourism industry, without e-marketing is not easy to compete with competitors and the increasingly complex market needs. Website development that focuses on functionality and usability becomes very important, and tourists want a website that is informative, interactive, and interesting. Successful websites should consider the interests and participation of customers for preference, and to use that information as a basis for personalizing communications and services on the

website [12]. With the development of mobile-based technology then organizations in the tourism industry also need to develop websites that can be accessed by mobile phones and PDAs. Currently, popular search engines like google, yahoo, and MSN have also developed mobile-based search engines, this makes it easier for travelers to access information from mobile phones and PDAs. Organizations in the tourism industry also need to develop multimedia on their websites to influence tourists to visit tourist attractions [13]. Tourist destination information needs to be presented in full in the form of photos and videos to provide a real view or experience to potential travelers [13], [14]

One easy way to maintain communication with users is to provide information about the latest content of a website page. This technology is called RSS (Really Simple Syndication), and RSS makes it possible to read the most recent news from blogs, news headlines, audio, and video. Organizations may use RSS technology to distribute digital files in the form of audio or video recordings so that users can watch or listen on a computer or mobile device.

The tourist destination management system is the development of the tourist destination website; the system is a combination of all products and services that exist in tourist destinations called travel experiences. Currently, the travel experience is not only managed by an entity like the hotel but the facilities used by tourists such as parks, museums, shows, shopping areas, and eating places.

Organizations in the tourism industry need to pay attention to the development of social media such as Facebook, Twitter, and LinkedIn. [11], [12]. The role of social media in helping users to interact and interact with peers in social groups by developing and exchanging information [11]. Social media can be used as an informal and unlimited learning medium by providing the environment and infrastructure to collaborate and providing more up-to-date knowledge than instructional books [13]. Also, Facebook can be developed into an interesting learning media by combining education and entertainment (edutainment) through visual materials, narrative or in the form of games, and not formally so that fellow users can interact and interact interestingly to create and share knowledge [14]. With the features offered and the ease of using Facebook, the application of edutainment concepts is quite successful where users can enter various material forms and initiate discussions among users. However, cultural differences cause collaboration between users to be less effective [14]. Many organizations have utilized Facebook fan page to

support online imaging activities and marketing strategies. Followers can join a community that manages a brand, view brand-related images and videos, read product reviews and branding profiles related profiles, and keep up with news on forums created by the communities that manage the brand. With the interaction between the brand manager and his community, the brand manager benefits from direct interaction with his customers, to solve a problem. It can be concluded that organizations that utilize Facebook fan page can convey information by appealing to users to increase brand equity [14].

The virtual community is gradually becoming a significant influence on the world of tourism because consumers are increasingly trusting their fellow travelers rather than marketing messages conveyed by organizations in the tourism industry. Virtual communities make it easier for people to find information, develop and maintain relationships, and ultimately make decisions about where to travel. Bali is one of the most successful social media or virtual community in the world of tourism. It is an information hub for potential travelers to get information on the sights to be visited based on the experiences of tourists who have already visited the resort [16]. This social media initially became the review center for all hotels around the world, but today social media is used by almost all tourist attractions in an area such as restaurants, museums, entertainment venues, shows, etc. Organizations in the tourism industry can analyze content on virtual communities to measure customer satisfaction. By analyzing content from virtual communities, tourism organizations can understand visitor needs to design improved efforts to improve service and enhance and strengthen brand awareness.

Implementation of the virtual tour in the museum is very important to support the educational program collection owned by the museum to the visitors of the museum. Visitors of the museum visit the museum in groups, and the museum has a guide service to help visitors understand the collections on display in the museum. The problem that arises in the process is the ratio between the guide and the group of visitors is large. This condition leads to the absorption of information delivered by the guide cannot be absorbed optimally by the visitor, the level of curiosity to the collection of diverse between sesame visitors, conventional communication methods such as the use of loudspeakers, Collections placed around the

collection at the museum's tour service. With the development of mobile devices in recent years and with the increasing number of museum visitors coming with mobile devices such as smartphones or tablets, museum managers can develop virtual tours in the form of audio / visual can help replace the traditional way of communication. With these mobile devices, museum visitors can download guided tours in the form of audio or apps, capture tour activities in the form of images or videos and put it on social media like Facebook, Instagram, YouTube, etc. With the implementation of virtual tour on mobile devices, museum visitors can enjoy the collection displayed by museum managers and listen to explanations on their mobile devices simultaneously.

### 3. METHODS

The implementation of e-business at museums supports marketing activities to improve visitor satisfaction [11]. Museums in other countries have implemented e-business strategies to support the marketing activities and education. These strategies use websites and social media to communicate information about the collections, the activities and latest news to the public to increase public awareness about the museum as a place for studying history [12]–[15]. One of the museum management strategies to attract the public to visit the museum is implementing a strategy whereby the museum manager designs edutainment activities to communicate the collections owned by the community [2],[5]. The questionnaire was developed based on author supervisor's recommendations and direct observations which aim to understand the online visitor profile, visitor behavior, and the adoption of social media for branding or promoting the museum using the Indonesian Language. There are four questions about visitor profile, five questions about visitor behavior, and seven questions about social media adoption in the museum. Moreover, the questionnaire has nine closed-ended questions and seven open-ended questions. This research was design by using qualitative research, and the method was descriptive analysis. The data collection method used in this research was questionnaire distribution to social media users for those like or become a fan of Museum Fan page in Indonesia. We used purposive sampling for selecting the respondents, and we were able to gather 63 respondents that returned the questionnaire. We analyze the questionnaire data using the pivot table in Ms. Excel 2016 for

summarizing and elaborate the insight. For the open-ended questions, we used online word counter (<https://charactercounttool.com/>) for finding the insight of the respondent opinion. We select the entire words statistic and only analyze the relevant keywords.

### 4. RESULTS AND DISCUSSIONS

First, we analyze the respondents based on their profile to understand the respondents' characteristics. In the questionnaire, we asked the respondent about their age group, gender, residence location, and education level. Based on the age group, 52.4% or 33 respondents were in the age group of 25-34 years old, 23.8% or 15 respondents were in the group of 19-24 years old, 14.3% or 9 respondents were in the age group of 35-44 years old, 4.8% or 3 respondents were in the age group of 45-54 years old, and 4.8% or 3 respondents were in the age group of above 55 years old. We can conclude most of the museum visitor were young people who are active in social media for accessing social media that managed by the museum in Indonesia. Based on the gender, 57.1% or 36 respondents are women, and 42.9% or 27 respondents are men. Based on the residence location of the respondents, 45% or 28 respondents live in Jakarta, 15% or 9 respondents live in East Java, and West Java, 10% or 6 respondents live in Central Java, and 5% or 3 respondents live in North Sumatera, Yogyakarta, and Bali. Based on their educational background, 57.2% or 36 respondents have a background in undergraduate education, 33.3% or 21 respondents have a background in master education, and 9.5% or 6 respondents have a background in senior high school education. Based on their profile, we can conclude that most of the social media users are in the productivity age that has a minimum in undergraduate education and most of them live in Java. Based on the finding, the museum managers in Indonesia should be aware that the potential visitor for their museum are is educated so they have more complex behavior and more demanding.

Second, we analyze the respondents based on their visiting behavior in the museum to understand their purpose and expectation when visiting the museum. In this questionnaire, we asked the average visiting frequency to the museum in last one year, their visiting purpose, their way of finding the information about the museum, their preference activities in a museum, and their experience after visiting a museum. Based on their

average frequency visiting the museum in last 1 year, 85.6% or 54 respondents were visited the museum in 1 - 5 times a year, 4.8% or 3 respondents were visited the museum over twelve times a year, 4.8% or 3 respondents were visited the museum over five times a year, and 4.8% or 3 respondents were visited the museum every day. We can conclude that most of the respondents have low museum visit frequency. This condition caused by the low socialization from the museum managers to the public regarding the improvement of museum facility, collection, and services. People are not interested in visiting museums regularly as there are no new collections, new services, and activities at the museum.

Based on their visiting purpose, 23.8% or 15 respondents were visited museum for school assignment or study tour, 23.8% or 15 respondents were visited museum as a hobby or recreation, 23.8% or 15 respondents were visited museum because of personal desires, 19.1% or 12 respondents were visited museum by accident, and 9.5% or 6 respondents were visited museum because they work in the museum. We can conclude that the respondents visit the museum for a school assignment, recreation, or concern about Indonesia culture. Regarding the school assignment, the museum management should improve collection information and tacit knowledge from their guide. Student demand additional knowledge after visiting the museum by reading the description of the collection and hear the explanation from the guide. Museum management can do more research on their collections and training for standardizing the knowledge of the museum guide. Regarding the recreation or personal interest about culture, the museum management should create fun and interactive cultural event that related with their museum. Cultural activities can provide entertainment for visitors who visit the museum. for example, an art museum can create a painting class or a seminar on art.

Based on word analysis using word counter for identifying the source of finding the information about museum, 70.8% respondents stated that they find information about the museum from the search engines, 21% respondents stated that they find information about the museum from offline (school or museum), 8% of respondents stated that they find information about the museum from the social media (Facebook, Instagram, and Path). Based on this finding, we can conclude that the respondents

use internet for searching information about the museum. The interesting finding is they use social media as a media for information searching. In planning their visit, people usually search for the museum location, operational hours, ticket price, and event. Museum managers must utilize social media for promoting their museum so tourists can plan a good trip. For post visit, the tourists can share their experience through their social media and this activity will trigger an engagement with their colleague. If they do not have enough time in their visit, they can explore more information about museum collection or museum history through social media.

Based on the word analysis using word counter for identifying their activities preferences in museum, 37% respondents stated that they visited the museum for relaxing, 30% respondents stated that they visited the museum for taking pictures of the collections, exhibitions, atmosphere in the museum, 17% respondents stated that they visited the museum for sharing their travelling experiences, 13% respondents stated that they visited the museum for studying or learning the culture in the museum, and 3% respondents stated they visited the museum because they work in that museum. Based on the word analysis using word counter for identifying their experiences in visiting the museum, 83% respondents stated that the museum's condition was not well-maintained and need a major improvement in their facilities, and 17% respondents stated that some museums are already well managed. Based on their visiting behavior on the museum in Indonesia, we can conclude that most of the social media users are not visiting the museum frequently, and their visiting purposes are to learn or study about Indonesia culture triggered by their school, to relax, personal desires, and unexpected visit. They know information about the museum from the search engine, offline, and social media. Their activities in the museum are relaxing, taking pictures of the collections, exhibitions, and atmosphere in the museum, sharing their traveling experience, learning the culture. Most of the respondent has bad experiences when visiting Indonesia museums, and only some museums give good experience for their visitors.

Third, we analyze the respondents based on their social media technology adoption to understand their awareness of museum social media and their needs when using the museum social media. In this questionnaire, we ask the awareness of social media

adoption by the museum management, the motivation of following museum social media, the required information in museum social media, and the adequacy of information provided by the museum management. Based on their awareness of social media adoption by the museum management, 71.4% or 45 respondents stated that they do not become aware of the social media adoption in the museum and only 28.6% or 18 respondents claimed that they already followed the social media managed by museum management. This condition is a very contrast with the reality which is the adoption of media social in Indonesia very huge. The museum management should adopt social media for promoting and educating Indonesia culture in international or national level. The museum management can collaborate with local university or community to create interactive and informative content and publish it through their social media. Social media already proved as a tool to increase the community awareness.

Based on the word analysis using word counter for identifying their motivation in following a social media of museum, 70% of the respondents stated that they follow a museum social media for obtaining information about museum (profile, exhibition, collection, and news), 26% respondents stated they followed a museum social media for socializing with other members, and 4% respondents stated they followed a museum social media for their existence in society. Based on the required information in museum social media, 28% respondents stated that they need information about museum events, 19% respondent stated that they require information about museum history, 16% respondents stated that they require information about the museum operation hour, 13% respondents stated that they require information about its collection and location, and 6% respondents stated that they require information about museum price and museum organizational structure. Based on the adequacy of information provided by the museum management, 57% or 36 respondents stated that the information provided in social media managed by the museum management was adequate, and 43% or 27 respondents stated they require more information in social media. They need updated information about the collections and events, a new exhibition, and new knowledge to the potential visitor will curious to visit the museum. Based on the social media technology adoption in museum industry, most of the social media users in Indonesia did not become aware of the museum presence in social media. The social media users in Indonesia, who already aware of museum presence

in social media, utilize it for obtaining information about the museum (profile, exhibition, collection, and news), socializing with other social media members, and existence in society. They suggest that museum management should update their social media with updated information about the collections and events, a new exhibition, and new knowledge so that the potential visitor will curious to visit the museum.

Based on this result, the authors proposed that the museum managers should understand the Facebook user characteristic and their behavior. Museum managers can create a marketing and education strategy by using Facebook Fan Page. This finding from this research can enrich the body of knowledge about online user behavior in Indonesia's museum industry

## 5. CONCLUSIONS

In this research, we can conclude that most of the social media users are in the productivity age who completed minimum, undergraduate education and most of them live in Java. However, most of the social media users are not visit the museum frequently. Their visiting purposes are learning or studying about Indonesia culture triggered by their school, relaxing, personal desires, and an accidental visit. They knew information about the museum from the search engine, offline, and social media. Their activities in the museum are to relax, take pictures of the collections, have exhibitions and atmosphere in the museum, share their traveling experience, and learn the culture. Most of the respondents have bad experiences when visiting Indonesia museums, and only some museums provide a good experience for their visitors. Most of the social media users in Indonesia did not become aware of the existence of museum in social media. However, the user who has already aware the presence of museum in social media utilize it for obtaining information about the museum (profile, exhibition, collection, and news), socializing with other social media members, and show their existence in society. They suggest that museum management should frequently update their social media regarding the collections and events, the new exhibition, and new knowledge so that the potential visitor will curious to visit the museum. Based on this finding, the museum manager should improve the facilities and exhibitions so they can share the positive experiences on their social media and create content marketing to reach more potential visitor by using social media technology. Moreover, this research

can enrich or encourage other studies for understanding online visitor behavior in Indonesia Museum. The strength of this research is how the authors integrated their knowledge in museology, information system adoption, and marketing.

This study has several limitations that also provide a foundation for further research. First, this study only uses the questionnaire and direct observation for understanding the online visitor behavior in the museum so that any direct observation or interview with the museum manager who managed the social media will enrich the future research. Second, the number of respondents gathered during the data collection was using purposive sample size. The finding from the open-ended question in the questionnaire can be transformed into closed-ended question and distributed to more respondents.

The future research should examine the relationship between user expectation, user motivation, social media usage experience, and the behavior intention. That research will enrich the social media adoption in Indonesia museum.

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