E-CRM BASED ON INSTAGRAM SOCIAL MEDIA AS A MUSEUM PROMOTION FORUM

Muhammad Ikhlasul Amali

Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia, Indonesia
Corresponding Author: ikhlasulamali@upi.edu

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ABSTRACT

In practice, Customer Relationship Management can use various types of media, including digital media. Digital media is considered effective because society in this modern era cannot be separated from the influence of technology. The use of technology in Customer Relationship Management can be done in various ways, one of which is through social media networks. Social media itself is a network that connects accounts within it, these accounts can represent individuals or groups of individuals, gathered either in organizations or institutions. This research uses the SLR method and collects 10 journals from 1100 journals found in the publish n perish application. This research results that Instagram, CRM and promotions are closely related to attracting museum visitors to return to visit the museum.

Keywords: *E-CRM, Instagram, Social Media, Promotion, Museum*
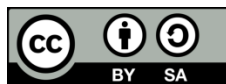
1. INTRODUCTION

The digital world is changing very quickly. Digitalization has an impact on all aspects of life, both in the world of technology, communication networks and the dissemination and exchange of information. Digitalization has a huge impact on human life today, coupled with the habits of modern society which are very familiar with the digital world. The digital world is familiar with the role of technology in it.

The role of technology cannot be separated from life in the 21st century, technology is a companion for humans in searching for information. Technology also intersects with various aspects, both in the world of education, business and

all aspects of life, including in promotional events for an institution or organization. The increasingly rapid use of technology must be utilized as well as possible by all parties, both individuals and groups. Groups of individuals like this can be formal or non-formal organizations or institutions.

In the continuity of an institution or organization, it is very important to have good relations, both with colleagues and customers, so that it continues to exist and is increasingly known. Good relationships with customers in management science are known as Customer Relationship Management or what is commonly known by the abbreviation CRM.

In practice, Customer Relationship Management can use various types of media, including digital media. Digital media is considered effective because society in this modern era cannot be separated from the influence of technology. The use of technology in Customer Relationship Management can be done in various ways, one of which is through social media networks. Social media itself is a network that connects accounts within it, these accounts can represent individuals or groups of individuals, gathered either in organizations or institutions.

One example of Customer Relationship Management in information institutions is in museums. Museums as information institutions that contain information about objects that have cultural, artistic, historical and technological value, will of course always correlate with the world of education. Museums as information institutions convey information that has characteristics or specificities in certain scientific disciplines. Museums are not limited to being information institutions that specialize in certain scientific disciplines, but are also places for recreation. The recreation area itself emphasizes feelings of happiness with the aim and purpose of entertainment. Entertainment in the museum is presented with full benefit as a source of information that is explored in a fun way.

Museums exist as information institutions that are centers of learning and entertainment, or what is known as "edutaiment" (Education and Entertainment). So the museum comes with an image that gives visitors the impression of enjoyable learning. This fun learning process aims to create an impression so that visitors will always return to the museum.

The process of giving the impression to museum visitors that they will always return to use the facilities provided by the museum or in business terms is known as "repeat order". Museums are considered institutions that are categorized as non-profit, or do not take profits from museum users. Because the museum is a non-profit institution, there is a lack of interest in visiting the museum. Customer relationships exist as a form of interaction between providers and users. Customer relationship provides a way to understand the market, customers, and strategies for establishing good relationships with customers. As a non-profit institution, the presence of customer relationships for museums is very important, because the selling value provided by museums is benefit or usefulness.

CRM is traditionally defined as an effort from business philosophy and strategy to see which is supported by a technology or system to improve the quality of human interactions within a company. (Kassem, Asfoura, Hart, & Althuwaini, 2022). Another definition states that customer relationship management is a form of managing good relationships with customers. CRM is a business strategy for increasing customer focus and a class of business applications that have emerged to support it (Kostojohn, Johnson, & Paulen, 2011).

According to (Payne, 2005) states that the components that form or build a Customer Relationship Management (CRM) are strategies in building market segmentation, focus built by service providers, focus on customers. These three components are the basis for preparing components in building a good Customer Relationship Management (CRM).

Social Media is online content created using publishing technology that is highly accessible and scalable. Social media is a form of networking connected to technology called the internet. Social media can be a forum for customer relationship management, such as Instagram social media. Instagram can be a network that is used for good relationships with customers, good relationships with customers, can be extended with promotions which can then attract visitors to visit the museum again and again.

Instagram itself is defined as social media which is included in the category of social networks that can be accessed easily and can provide information. (Prihatiningsih, 2017) Instagram, as a social network, is primarily an image and video sharing application. It was launched in 2010 and quickly gained popularity. The application is made very easy to edit photos and apply various filters. Since it is intended to be used on smartphones, it becomes an easy way to share photos with the world. Since Instagram is a social network with an emphasis on sharing photos, one of the best ways for history, tutorial topics, deals & offers or promotions. (Russell & Klassen, 2019).

2. RESEARCH METHOD

This research uses Systematic Literature Review (SLR). SLR is used to identify, evaluate, and interpret all relevant research questions, phenomena, and topic areas. (Kitchenham, et al., 2009). The term, or concept, systematic review is used in two ways: it can refer to: the specified methodology (method means) or the report of the output itself (report). These SLRs have strictly defined goals and objectives with specific review questions. for its own focus, it is much narrower than traditional literature reviews. SLR itself has checklists that need to be checked to assess a methodology for the quality of a study. Systematic reviews provide a systematic and transparent way to collect, synthesize and assess study findings on a particular topic or question. The aim was to minimize bias associated with single studies and non-systematic reviews. (Jesson, Lacey, & Matheson, 2011)

This research uses a descriptive analytical scalpel, where data is obtained to be presented to the reader so that it is easy to study and re-read. The research was carried out using sources found on Google Scholar and sources indexed in the Sinta journal. The research focus uses sources that contain the keywords: mental health, online learning, and counseling for students. SLR is carried out using several processes, including search processes, inclusion and exclusion criteria, data extraction, and analysis of findings to answer research questions.

3. RESULT AND DISCUSSION

The results of the search process are displayed in table 4.1. grouped by journal type to make it easier to see the type of data or journal type obtained through the search process.

Table 3. Article type

Tipe Artikel	Indeks	Jumlah
Ultimart: Jurnal Komunikasi Visual	Google Scholar	1
Jurnal FSD	Google Scholar	1
Pantarei	Google Scholar	1
telkom	Google Scholar	1
JPD	Google Scholar	1
Journal of Services Marketing	Emerald Publishing	1
RAUSP Management Journal	Emerald Publishing	1
Serat Rupa Journal of Design	Google Scholar	1
Proceeding of Art & Design	Google Scholar	1
Library Philosophy and Practice (e-journal)	Google Scholar	1
		10

Inclusion and Exclusion Criteria Selection Results

The results of the search process will be selected based on inclusion and exclusion criteria. This process left 24 journals and then data scanning was carried out. Table 4.3. shows the results of the quality assessment to show whether the data is used or not in this research.

Quality Assessment Results (Quality Assessment)

Table 4. Quality of Journal assessment

Penulis	RQ 1	RQ 2	RQ 3	RQ 4	Hasil
(Kadiasti & Mukaromah, 2022)	✓	✓	✓	✓	✓
(Inayah & Irwansyah, 2021)	✓	✓	✓	✓	✓
(Mutia & Kristina, 2020)	✓	✓	✓	✓	✓
(Hartantyo & Purnama, 2021)	✓	✓	✓	✓	✓
(Taslim & Firdaus, 2021)	✓	✓	✓	✓	✓
(Dou, Fan, & Cai, 2021)	✓	✓	✓	✓	✓
(Gonsales, 2021)	✓	✓	✓	✓	✓
(Rashad, Susanti, Tjandra, & Miki, 2022)	✓	✓	✓	✓	✓
(Ravizkynata & Tohir, 2020)	✓	✓	✓	✓	✓
(Uljanatunnisa, Ayuningtyas, & Sevilla, 2020)	✓	✓	✓	✓	✓

Data Analysis

This stage will answer questions from the Research Question (RQ) and discuss the results of the dominant methods and approaches that emerged from 2019-2021.

Table 5. Journal Analysis

Author	Title	Method	Sampling	Result
(Kadiasti & Mukaromah, 2022)	*Pendekatan Aisas Dalam Post Instagram Carousel Sebagai Strategi Promosi Pada Museum Ranggawarsita*	deskriptif kualitatif	kepala dan staf humas Museum (2 Orang)	Penerapan model AISAS ke dalam media sosial Instagram membutuhkan konten berupa baik tekstual serta visual yang selanjutnya dikombinasikan satu sama dan yang lain dalam satu halaman yang sama. Penentuan model Carousel pada Media sosial Instagram memberikan tampilan informasi yang berupa data, selain itu peran dari nfografis juga berpengaruh penting sebagai upaya untuk menambahkan daya tarik minat pengunjung
(Inayah & Irwansyah, 2021)	Motion Graphic Sebagai Media Promosi Museum Negeri Provinsi Sumatera Utara	metode data primer dan metode data sekunder	-	*Motion graphic* memiliki tujuan dalam promosi museum, tak terkecuali Museum Negeri Provinsi Sumatera Utara. dalam promosi nya menampilkan tentang penjelasan dari museum dan koleksi yang dimilikinya, hal tersebut memeilki maksud agar masyarakat melihat terlebih dahulu mengenai museum tersebut dan menarik mereka ke museum tersebut agar lebih

				jelas dan lengkap pengetahuan yang didapat.
(Mutia & Kristina, 2020)	Pengaruh instagram sebagai media promosi Museum of jakarta (moja) terhadap minat berkunjung (Survei Pada Followers Instagram MoJa Art & Space)	asosiatif dibantu dengan survey	100 akun yang memfollow akun Instagram museum Moja	Penelitian ini menghasilkan bahwa peran Instagram dalam upaya promosi museum MOJA dinilai efektif, karena variable yang dipakai yaitu minat kunjung dan Instagram sebagai alat promosi berkaitan erat dan sangat kuat.
(Hartantyo & Purnama, 2021)	Pengelolaan media sosial museum nasional jakarta Komunikasi dan bisnis universitas telkom 2021	kualitatif	Kapokja beserta tim (3 Orang)	Media Sosial pada museum Nasional Jakarta diadakan beradasarkan bahwa masyarakat mesti terdukasi dari berbagai kalangan, maka media sosial museum nasional jakarta, pengembangan media sosial museum nasional jakarta adalah mengikuti trend yang terjadi dengan dikaitkan pada edukasi lewat museum. Pada penelitian tersebut diperlukan adanya evaluasi konten agar lebih menarik minat kunjung museum.
(Taslim & Firdaus, 2021)	Peran Promosi dan Pemasaran Dalam Meningkatkan Wisatawan Di Museum Monpera	Kualitatif	Pegawai Museum Monpera (1 orang)	mengenai peran promosi dan pemasaran yang telah dilakukan, strategi yang digunakan, serta hambatan yang dihadapi pihak Museum Monpera pada saat melakukan promosi dan pemasaran dan bagaimana peranan Museum Monpera sebagai salah satu daya tarik wisata sejarah di kota Palembang.
(Dou, Fan, & Cai, 2021)	Mobile contextual marketing in a museum setting	desain eksperimental berbasis skenario dengan alat bantu video dan survei	151 orang acak	Hasil penelitian menunjukkan bahwa aplikasi seluler yang mempromosikan suvenir terkait konteks secara positif memengaruhi pembelian suvenir pengunjung museum niat tanpa merusak kualitas pengalaman mereka

(Gonsales, 2021)	Social Marketing For Museums: An Introduction To Social Marketing For The Arts And Culture Sector	Studi ini menggunakan tinjauan literatur multidisiplin	-	Pendekatan hilir, tengah, dan hulu dapat digunakan untuk merancang dan mengimplementasikan intervensi SM yang dimaksudkan untuk mengatasi masalah partisipasi budaya yang rendah dalam museum
(Rashad, Susanti, Tjandra, & Miki, 2022)	Perancangan Promosi Museum Batik Indonesia Untuk Generasi Muda Melalui Instagram Promotion Design Of Indonesian Batik Museum For Young Generations Through Instagram	studi pustaka, kuesioner online wawancara	Konsultan Museum Batik (2 orang) dan 100 orang responden pada kuisioner online	Media sosial Instagram dipilih sebagai tempat atau wadah utama pada perancangan ini karena memiliki pengguna atau akun yang cukup banyak dan diminati oleh pengunjung . Promosi di unggah melalui format Instagram unggahan di beranda dan cerita di instagram. Dalam setiap uanggahan terdapat unsur informasi dan edukasi yang berisi berbagai informasi tentang museum Batik Indonesia maupun batik secara umum.
(Ravizkynata & Tohir, 2020)	Perancangan Promosi Museum Vira Jati dan Perpustakaan Seskoad Bandung	wawancara, kuesioner, observasi dan studi pustaka		Media Informasi yang dipakai untuk media promosi sebaiknya di tampilkan dengan segar dan atraktif serta menyenakan, agar dapat menjangkau pengunjjung dari berbagai kalangan selain melalui media sosial, promosi dengan media informasi yang lebih menyenangkan juga dapat berbentuk gambar yang tercetak
(Uljanatunnisa, Ayuningtyas, & Sevilla, 2020)	Using Instagram Museum Nasional as a Historical Education Media through e-Publication to Engage Audiences	kualitatif	Followers museum nasional	Museum Nasional melakukan pendekatan dengan masyarakat Indonesia melalui memberikan pembelajaran digital yang dilakukan dengan memanfaatkan media sosial Instagram, Terlihat adanya ketertarikan dan kepercayaan dari followers untuk mengetahui lebih jauh tentang apa yang mereka miliki, kegiatan, dan segala sesuatu yang berhubungan dengan sejarah.

The Role of Instagram in Museum CRM

CRM carried out via Instagram is classified as E-CRM or known as Electronic Customer Relationship Management. E-CRM is a development of traditional CRM which carries out its activities based on electronic media in it. Via electronic devices or also known as digital. This digital media is known to be effective because all parties can be integrated with a network that connects one another. This link is then known as the internet. When using the internet to socialize, it is gathered by applications or social networks commonly known as social media. One of the developments in CRM in museums is using social media Instagram

Instagram itself is a digital channel that is currently developing, its development itself cannot be denied that digital channels can support promotions in the museum itself. Digital channels, originally developed to support and enhance physical visits (e.g. information about schedules, addresses, prices, programs, maps, reservations and ticket sales), today constitute an important part of museum-public interactions and also provide exclusive facilities of online services, including information about collections and exhibitions, interactive games and distance learning courses (Gonsales, 2021)

The penetration of mobile devices and the increasing availability of information and data has enabled both consumers and marketers to implement informed shopping/marketing strategies (Dou, Fan, & Cai, 2021). This is of course that Instagram is present through mobile devices in marketing information, museums can market information through penetration carried out through social media, especially Instagram social media which is full of images, so that the aims and objectives can be visualized.

Instagram social media can be an option as the main forum for promotions which are then uploaded to the Instagram page in the form of stories or uploaded images/videos. Video/image uploads can bring the visuals of the collection to life rather than stories or someone's words during promotions. Each upload must be full of learning which then becomes a forum for education for museum visitors. Before visiting the museum, on the Instagram page, the upload must be interesting so that curiosity arises in the minds of visitors when visiting the museum again and again. (Rashad, Susanti, Tjandra, & Miki, 2022).

Supporting Factors and Obstacles in Promotion

In the process, the supporting factor in the promotion itself is how the public pays attention to seeing the museum's payang shawls in revealing information of educational value. The concept of informing something is that it can attract visitors with interesting and cool visual displays, such as the angle of images in the museum that are uploaded, fonts, color choices and information that must be packaged as lightly as possible, so that visitors can easily digest what the museum is discussing.

A factor that is no less important is the followers on social media (Followers), the followers of the account have reached thousands. It can be seen that there is interest and trust from followers to find out more about what they own, activities, and everything related to history.

The problem generally faced is the effectiveness of uploads and the attention of museum visitors. This can take the form of uploads that are monotonous and seem unattractive to visitors, making it difficult to understand the content distributed by the museum in its uploads on Instagram. Media Information used for promotional media should be displayed in a pleasant way, so that it can reach visitors from various groups. Apart from social media, promotions using more fun information media can also take the form of printed images.

The Influence Of CRM In Attracting Museum Visitors

Promotion itself is an important part of a CRM. Promotion using E-CRM using social media Instagram explains that mobile applications that promote context-related souvenirs positively influence museum visitors' souvenir purchasing intentions without harming the quality of their experience.

CRM itself can be interpreted as an infrastructure or tool that allows describing and increasing customer value, and the right way to motivate valuable customers to remain loyal, even, to buy again. (Dycha, 2001). From this understanding, CRM itself is defined as a tool for customers to always buy the goods or values being sold. In the museum context, the assessment in CRM is how visitors can come back again, so that it becomes a special attraction for customers in accessing museum collections.

In fact, in the literature review above, more emphasis is placed on museum promotion efforts, but promotion is one unit, so that in the end CRM becomes part of the promotion itself. The influence in attracting museum visitors is where promotion is used as a tool to attract visitors' interest in visiting the museum

4. CONCLUSION

CRM in museums is used to attract visitors to come back again, and apart from that, it is used to attract new visitors to the museum. Instagram exists as a forum for promoting museums so that they are visited again and again. In the developed Instagram display, visual sannya becomes an attraction and attraction for museum visitors

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