



## Digital marketing development strategy to attract museum tourist visitors in Surabaya city

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### Abstract

As a tourism city, Surabaya is very capable of providing diverse tourist experiences. One of the best tourist destinations that suit all ages is museum tours. Through a visit to the museum, visitors not only get entertainment but also have a very high educational value. But unfortunately, currently museum tourism has not become a priority for the city government and has not become the main tourist destination for tourists. Many factors make this happen, one of which is the lack of information to the public about the existence of the museum. For that we need a marketing strategy that is able to attract people to visit. The right marketing strategy is to take advantage of internet technology. Through a digital marketing strategy, the existence and introduction of Surabaya Museum Tourism will be maximized. The main objective of this research is to be more active in introducing the existence and benefits of visiting museums in the city of Surabaya to the wider community, using digital marketing strategies. This research uses a qualitative approach with a descriptive analytic method. Data collection techniques in this research are field studies and literature studies. The data used is primary data which is data directly obtained from the field. The data is obtained through observations and interviews with the public and museum officers or managers as well as other informants who are needed to obtain a more complete picture of museum marketing management. Meanwhile, secondary data is data obtained in the form of a digital history museum on the internet. The output of this research is the existence of a digital marketing strategy in the form of a website which contains a collection of information about museums in Surabaya.

**Keywords:** museum tourism; digital; marketing; internet.

### Introduction

The museum is a place that is able to provide an overview of how the human life process was before today's advanced civilization. It includes the processes of the development of the human mind and a series of events in it. However, it is unfortunate that in reality, people today do not make museums their main destination for tourism. The main problem in this case is the absence of a marketing strategy that can be attractive. Them to visit the museum. The lack of information about the museum has made it impossible for most people to visit it or recommend others to visit.

The initial strategy that needs to be done is the delivery of information regarding the existence of the museum's tourist attractions. Through the establishment of a digital marketing strategy, it will be very possible for this to materialize. Digital marketing is one of the promotional media that really helps the process of introducing a product, whether it's a new product or has been on the market for a long time through the use of the internet. Digital marketing is also one of the promotional media that is currently in great demand and use. All forms of business, both goods and services can be marketed with a very wide reach because they use the sophistication of internet technology.

This research is very important for the continuity of the museum's existence. Because what has happened is the closure of the Musuem Anak Kolong Tangga Yogyakarta which is already very difficult to operate due to lack of visitors and heavy maintenance costs. It is unfortunate if the closing of the museum also occurs in museums in Surabaya. This research also means safeguarding the intellectual property possessed by the Indonesian nation through historical wealth and knowledge through the existence of museums.

### Theoretical Review

In line with the development of civilization today, the process of delivering products from producers to consumers can be done with various strategies. One of the strategies that is currently very easy to apply is the digital marketing strategy. Digital marketing is marketing that uses platforms on the internet to carry out activities for reach the target consumers. Digital marketing is also called web marketing, online marketing, or e-marketing or e-commerce (Hermawan, 2012) <sup>[9]</sup>. The main basis of marketing in digital marketing according to Zaki and Smitdev (2008) is by using and utilizing the Web, however, it remains oriented towards conventional development principles which must apply 3 main things, namely marketing objectives, target markets, and products or services offered. Through the use of internet media, marketing can easily reach more consumers. Because of this very wide reach, it is still necessary to determine the target market so that the marketing activities carried out are not in vain.

The museum is one of the elements that exist in society that stores cultural heritage that connects humans from the past to the present. Based on the results of the 11th musyawarahum (11th General Assembly) International Council of Museum (ICOM) on 14 June 1974 in Denmark (in Akbar, Ali) <sup>[1]</sup>. there are 9 (nine) museum functions, namely:

1. Collecting and safeguarding natural and cultural heritage.
2. Documentation and scientific research.
3. Conservation and preservation.
4. Dissemination and distribution of general science.
5. Recognition and cultivation of art.
6. Introduction to inter-regional and inter-national

- cultures.
7. Visualization of natural and cultural heritage.
  8. A mirror of growth in human civilization.
  9. Generating feelings of laughter and gratitude to Almighty God.
  10. (Ardiwidjaja, 2013) <sup>[4]</sup>.

**Research Method**

This study uses a qualitative research method with an analytic descriptive approach. The purpose of choosing this method is to show and explain the diversity of potential museum tourism in the city of Surabaya and to establish a digital marketing strategy to market the existence of museum tourism in Surabaya. In addition, this method can also directly determine the types of the existing museum tourism potential.

This research refers more to the interactive analysis model developed by (Miles, Qualitative Data Analysis: A Methods Sourcebook, 2014) <sup>[11]</sup>. The chart and explanation of the analysis model are as follows:

**a. Data Collection**

Is the stage of collecting data obtained from interviews, observations, literature research and documentation and other secondary data that has been successfully obtained.

**b. Data Reduction**

The process of reduction is defined as the process of selecting, focusing on simplifying, abstracting and transforming the "rough" data that emerge from written

records in the field.

**c. Presentation of Data**

The next step after data reduction takes place is the presentation of the data which is interpreted as a collection of information that is composed of the possibility of drawing conclusions and taking action. By looking at the presentation of this data, it will be possible to understand what is happening and what must be done.

**d. Conclusion Withdrawal**

The fourth interactive analysis activity is to draw conclusions and carry out verification. From the very beginning of data collection, the researcher begins to look for the meaning of objects, noting regularities, patterns of explanation, possible configurations. Whereas verification is a review of field notes, in other words the meaning that emerges from the data must be verified (validity), verification in research is carried out continuously throughout the verification research by the researcher so that certain propositions are formed that can support theory or theory refinement.

**Results and Discussion**

The object of this research is the museums that are scattered in the city of Surabaya, both which have the status of the city government and private property. If in total there are 22 museum with various types. The following is museum data recorded by researchers:

**Table 1:** List of museums in the city of Surabaya

No	Museum	Information	Character Museum
1	Education Museum	<ul style="list-style-type: none"> <li>✓ Inaugurated 25 November 2019</li> <li>✓ Displays a collection and educational history information from the period of the kingdom, colonial to the present</li> </ul>	Education Museum
2	Museum of W.R. Soepratman	<ul style="list-style-type: none"> <li>✓ Inaugurated November 10, 2018</li> <li>✓ Showing collections related to W. R. Soepratman</li> </ul>	Biography Museum
3	Museum of Dr. Soetomo	<ul style="list-style-type: none"> <li>✓ Inaugurated 29 November 2017</li> <li>✓ Keeping the life story of a big figure in the national movement, namely Dr. Soetomo</li> </ul>	Biography Museum
4	House Museum of HOS Tjokroaminoto	<ul style="list-style-type: none"> <li>✓ Inaugurated 27 November 2017</li> <li>✓ It is the residence of Hadji Oemar Said (HOS) Tjokroaminoto. Now houses and buildings have become millik / assets of the Surabaya City Government because of their status as a Cultural Heritage Building and the story of a HOS Tjokroaminoto</li> </ul>	Biography Museum
5	House Museum of Sampoerna	<ul style="list-style-type: none"> <li>✓ Inaugurated October 9, 2003</li> <li>✓ Showcasing a collection of various historical items from the Sampoerna family and its businesses such as vintage Rolls Royce, traditional kebaya clothing that has been passed down through generations, and the tools used to produce cigarettes</li> </ul>	Tobacco Museum
6	Cancer Museum	<ul style="list-style-type: none"> <li>✓ Inaugurated 2 November 2013</li> <li>✓ Displays the museum's collection of cancerous organs. These organs are stored in jars filled with formalin.</li> </ul>	Health Museum
7	Indonesian Navy Museum - Loka Jala Crana	<ul style="list-style-type: none"> <li>✓ Inaugurated 10 July 1973</li> <li>✓ Showcasing historical objects that have been owned and used by the Indonesian Navy since the era of the physical revolution, weapons and uniforms as well as a planetarium where visitors can see and learn about the solar system</li> </ul>	Maritime Museum
8	Submarine Monument	<ul style="list-style-type: none"> <li>✓ Inaugurated 20 June 1998</li> <li>✓ This submarine was KRI Pasopati 410, this submarine was then brought ashore and used as a monument to commemorate the bravery of Indonesia's heroes and so that the public could see first hand the contents of the submarine.</li> </ul>	Maritime Museum
9	Health Museum of Dr. Adhyatma, MPH	<ul style="list-style-type: none"> <li>✓ Inaugurated 14 September 2004</li> <li>✓ Displays various tools that have been used in curing diseases as a human effort to maintain health and. A museum that keeps a track record of health history that is thick with elements of custom and tradition.</li> </ul>	Health Museum
10	Museum of Yos Sudarso	<ul style="list-style-type: none"> <li>✓ Inaugurated 10 May 2015</li> <li>✓ Showcasing photographs, audioramas, and documentaries across the history of the</li> </ul>	Biography Museum

		Indonesian Navy and the profile of the struggle of Commodore Yos Sudarso.	
11	Bank Indonesia Museum (De Javasche Bank)	<ul style="list-style-type: none"> <li>✓ Inaugurated 27 January 2012</li> <li>✓ Displays the currency that has been published. clearing machines before there was an online system, collections of conservation products, calculating machines, sorting and destroying banknotes, and other collections.</li> </ul>	Banking Museum
12	Museum of November 10 struggle	<ul style="list-style-type: none"> <li>✓ Inaugurated February 19, 2000</li> <li>✓ Built to strengthen the existence of Tugu Pahlawan Has an auditorium room and weapons exhibition space and documentary photos and the location of Bung Tomo's heritage</li> </ul>	Heroic Museum
13	Museum of Surabaya	<ul style="list-style-type: none"> <li>✓ Inaugurated 3 May 2015</li> <li>✓ Contains historical objects in connection with the journey of the City of Surabaya, population archives since 1837, official clothes, as well as old transportation and health equipment.</li> </ul>	Local Museum (Surabaya City)
14	Museum Etmografi Airlangga	<ul style="list-style-type: none"> <li>✓ Inaugurated 21 March 2016</li> <li>✓ Providing information about death which displays bones and replicas of corpses.</li> </ul>	Museum
15	Museum of Nahdlatul Ulama	<ul style="list-style-type: none"> <li>✓ Inaugurated 28 November 2004</li> <li>✓ Shows cultural and historical documentation of Nahdlatul Ulama</li> </ul>	NU Islamic Organization Museum
16	Bank Mandiri Museum	<ul style="list-style-type: none"> <li>✓ Founded August 22, 1857</li> <li>✓ Displays the equipment and supplies of a bank, ranging from archives, letters of agreement, ancient safe, ancient typewriters, photographs of independent banks, ancient buildings in Surabaya and historical figures.</li> </ul>	Banking Museum
17	Blockbuster Museum	<ul style="list-style-type: none"> <li>✓ Inaugurated April 1, 2019</li> <li>✓ Displays action figures in the form of dioramas of film pieces from various scenes.</li> </ul>	Museum
18	Jalesveva Jayamahe Monument	<ul style="list-style-type: none"> <li>✓ Inaugurated December 5, 1996</li> <li>✓ On the walls of the museum building, there are various dioramas depicting the history of the struggles waged by maritime travelers. There are also a number of miniatures and ship models used by the Indonesian Navy and a number of other historical objects</li> </ul>	Maritime Museum
19	Stikom Technoform Museum	<ul style="list-style-type: none"> <li>✓ Inaugurated November 2017</li> <li>✓ Displays the development of information technology from time to time</li> </ul>	Technology Museum
20	Museum of UNAIR medical education	<ul style="list-style-type: none"> <li>✓ DInaugurated 16 October 2013</li> <li>✓ Showing objects of ancient medical education. Such as operation equipment as well as medicine. There are also simple and preserved anatomical sculptures of human organs used for educational materials displayed in a glass tube filled with an airtight liquid.</li> </ul>	Medicine Museum
21	Houses of Air Surabaya	<ul style="list-style-type: none"> <li>✓ Inaugurated April 3, 2017</li> <li>✓ Showing education about the environment, especially water treatment from the Dutch era to processing with today's technology.</li> </ul>	Local Museum
22	Police Living Museum (Hoofdbureau van Politie)	<ul style="list-style-type: none"> <li>✓ Inaugurated 10 October 2015</li> <li>✓ As a cultural heritage, the living museum of the Surabaya Police Headquarters shows that the activities of its members also display objects that were used by the police, ranging from weapons, tools for investigation, identification, to police duty desks.</li> </ul>	Republic of Indonesia Police Museum

**Source:** Processed data researchers (2020)

From this data, it can be seen that there are 7 museums that are managed directly by the Surabaya City Government, 3 museums belonging to the TNI-AL, 2 museums belonging to Airlangga University, 1 Ministry of Health, and the rest belonging to private or private foundations.

Researchers took 7 museums as the main object in implementing the digital marketing strategy, namely making websites. However, it did not rule out the development of further research to increase the number of museums included in the website created.

The application of data analysis techniques in this study is presented as follows:

### **The First Stage → Data Collection**

At this stage, the data collection process is carried out in several ways including direct interviews with museum managers, digital observation of museum data and documentation of museum research that has been carried out by researchers themselves and others. In this study, researchers managed to obtain data from several museum

managers, the rest of the researchers conducted observations independently through existing digital traces and other references.

### **The Second Stage → Data Reduction**

This reduction stage is very important for the next stage. At this stage, data starts to converge on digital museum data on the internet, be it the concept of a website or social media. Most museums in the city of Surabaya do not have official websites and do not actively inform their existence on social media.

This is a very strong finding for this study because it is in accordance with the main objective of this study that the existence of a museum must be continuously informed through the internet media.

### **The Third Stage → Presentation of Data**

The data presentation stage is a stage for displaying data that has been successfully processed. Presentation of data in this study is in the following data tabulation form:

**Table 2:** Information of Surabaya City museum

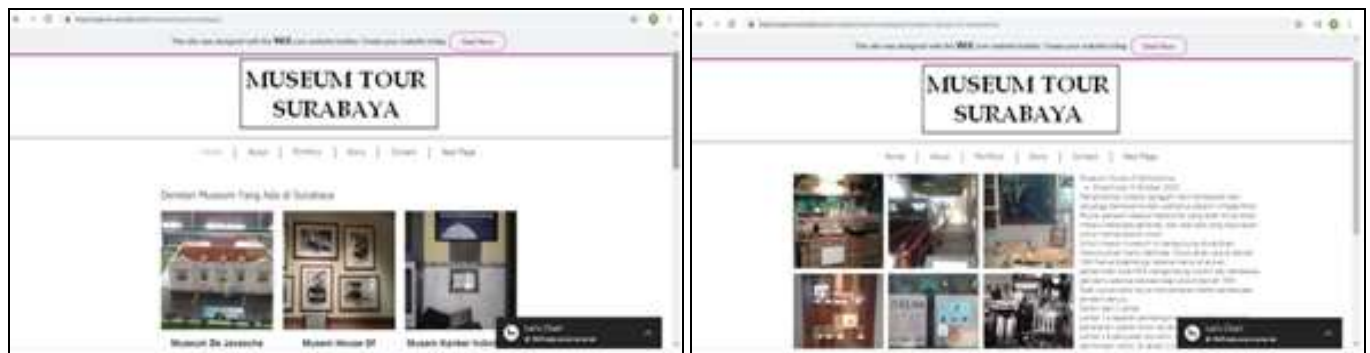
No	Museum	Website/Social Media Information	Remarks
1	Indonesian Cancer Museum	Website: <a href="http://www.museumkankerindonesia.com/">http://www.museumkankerindonesia.com/</a> Facebook: Museum Kanker Indonesia	Not updating
2	House Museum of Sampoerna	Website : <a href="http://Houseofsampoerna.museum">Houseofsampoerna.museum</a>	Update
3	Submarine Monument	<a href="http://www.monkasel.id">www.monkasel.id</a> IG: @monkaselsurabaya	Social media not updating
4	Surabaya Museum	IG: @museumsurabayasiola Facebook: museum Surabaya	Not updating
5	Surabaya Education Museum	IG: museumpendidikan	Not updating
6	Museum of De Javasche Bank	IG: museum_bi Facebook : Museum Bank Indonesia (milik Jakarta)	Not updating
7	Museum of Sepuluh Nopember Surabaya	<a href="https://museumsepuluhnopember.business.site/">https://museumsepuluhnopember.business.site/</a>	Not updating

Source: Processed data researchers (2020)

**Fourth Stage → Conclusion Drawing**

From the presentation of these data, it can be concluded that there are very few digital traces that inform the existence of museums in the city of Surabaya. So this makes many people not aware of the diversity of existing museums. There are 7 museum data presentations. Other museum data will be further processed to support the 7 museum data presented in the implementation of digital marketing

strategies. Before creating a website, email is created which will also be used as a means of communication between the website admin and visitors or other interests. The available email address is [tripmuseum@gmail.com](mailto:tripmuseum@gmail.com). As for the website, this study uses the website creation service [wix.com](https://tripmuseum.wixsite.com/wisatamusemsurabaya). The available website address is <https://tripmuseum.wixsite.com/wisatamusemsurabaya>.



Source: Processed data researchers (2020)

**Fig 1:** The appearance of the Surabaya Museum Tourism website

The front page of the website contains a display of 7 selected museum photos. Henceforth, The photos can be clicked to enter the next menu (content page). In the contents page, visitors will get brief information about the museum complete with several photos. The content page is made quite concise and attractive in order to invite the public to be interested in visiting the museum.

**Conclusion**

The conclusions that can be drawn are as follows:

1. The existence of a row of museums in Surabaya is able to become one of the local tourism icons for the city of Surabaya. Moreover, the diversity of museums that are owned is quite diverse. This diversity also provides many choices for the public to determine which museum tourist objects to visit.
2. The public can easily find out information about a number of museums in the city of Surabaya through the website that has been created. The existence of this website can help the public to identify the rows of museums in Surabaya. The website address can also be easily shared with various lines of mass media, so that the public can easily access it. The information on this website is expected to attract public attention to be able to visit the museum.

3. Implementation of digital marketing strategies in the city museum tour of Surabaya using the website <https://tripmuseum.wixsite.com/wisatamusemsurabaya> which contains 7 museums of data, namely the Indonesian Cancer Museum, the House of Sampoerna Museum, the Submarine Museum / Monument, the Surabaya Museum, the Museum Education, Museum De Javasche Bank, and Museum Sepuluh Nopember Surabaya. The website contains several photos, descriptions of museum types and other information.

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