

ANALYSIS OF FACTORS AFFECTING DESIRES MUSEUM VISITING AND ITS IMPLICATIONS FOR STRATEGY MUSEUM MARKETING

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Abstract

The museum is a permanent institution and does not seek profit. In the last two decades, museums have experienced a paradigm shift, from being oriented towards collections, becoming oriented towards visitors. Museums are required to provide the best service to attract visitors from an educational and recreational perspective. An aspect that needs to be considered in the context of changes in museum management is the need for marketing. So that the museum can be known to the public and become an alternative place for tourists to spend their free time. Marketing strategy is delivering products to visitors, so that the marketing carried out is able to attract visitors to visit the museum. Museums must be able to present themselves with creative packaging so that the visiting public does not conclude that the museum is not a place to display objects or culture that is dead (frozen culture). Museums must show that what they exhibit is closely related to actual life today. Therefore, it is necessary to have an appropriate and targeted marketing strategy in order to attract tourists to want to visit. The marketing strategy carried out must pay attention to the strengths and weaknesses of the Museum. The marketing strategy that will be determined is two-sided, namely online and offline.

Keywords: Marketing Strategy, Visitor Interest, Museum

INTRODUCTION

Everyone definitely experiences boredom caused by daily routine and work. Therefore, they need recreation to relieve boredom. Recreation carried out with the family is seen as having many benefits, both for the individual and for the family. For individuals, recreation is useful for spending time away from work demands (Kotler, N. G., et al, 2008), while for families, family recreation is a means used to strengthen family ties and as a means of children's education.

There are so many types of tourist attractions that are options for recreation, one of which is museums. Based on Government Regulation no. 66 of 2015 concerning Museums, "Museums are institutions whose function is to protect, develop, utilize collections and communicate them to the public."

Museum collections include cultural heritage objects, cultural heritage buildings and/or cultural heritage structures and/or non-cultural heritage which are material evidence of cultural products and/or natural materials and the environment which have important value for history, science, education, religion, culture, technology, and/or tourism (Government Regulation No. 66 of 2015 concerning Museums article 1 paragraphs 1 and 3). Museums can not only be a means of entertainment for the public, but can also be a place to learn more about history and increase knowledge (Geissler, G. L., et al, 2006).

The existence of a museum is a place that can also provide pleasant feelings. Through educational and historical tourism, museums have become quite an important part. Through museum visits, people, especially the younger generation, can learn and experience lessons from previous events. The view of some people that museums are not good is one of the reasons museums are not the main destination for tourism (Forrest, R, 2014). If we look deeper, many people do not know about the existence of museums and do not understand the benefits they will get from visiting museums.

Visitors are an important human resource for museums, without visitors the museum is just a storage warehouse for collection objects (Brida, J. G., et al, 2016). The low number of visitors shows that tourist interest in visiting the museum is still very low. Museums must be able to present themselves with creative packaging so that the visiting public does not conclude that the museum is not a place to display objects or culture that is dead (frozen culture). Museums must show that what they exhibit is closely related to actual life today. Therefore, it is necessary to have an appropriate and targeted marketing strategy in order to attract tourists to want to visit. The marketing strategy carried out must pay attention to the strengths and weaknesses of the Museum.

The marketing strategy that will be determined is two-sided, namely online and offline. This aims to reach all levels of society. Even though online strategies are very capable of reaching more people, in fact offline strategies are still really needed by the community (Nechita, F, 2014). Because through an offline strategy, people will actually feel the existence of the museum.

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are

journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Interested in Returning

According to Shadily (in Mokhtar, M. F., & Kasim, A, 2011) the word "interest" comes from the English language interest = attention, namely the tendency to behave in a way that is directed towards certain activities, objects, activities or experiences. Interest is related to intentionality, namely direction and guidance as an important sign for all life phenomena. This tendency varies in intensity in each individual."

In this research, the theory of repurchase interest can be used as a reference for interest in re-visiting a museum, because interest in re-visiting a museum is the same as interest in re-purchasing a museum entrance ticket. Purchase interest is a consumer's encouragement to make a purchase or the urge a person has to make a repeat purchase.

Repurchase interest is a consumer's encouragement to make a purchase or the urge a person has to make a repeat purchase. Repurchase interest is part of purchasing behavior where in the context of repurchase interest there is the concept of loyalty (Cotter, K. N., et al, 2022). Apart from that, Fornell stated that satisfied consumers or customers will make repeat visits in the future and tell other people about the services they have experienced.

Johnson (1998) said that the information process and satisfaction components together will be an important element in the repurchase cycle. Zeithalm et al (1996) emphasize the importance of measuring customer repurchase intention (future intention) to find out the desires of customers who remain loyal / abandon a product / service (Chen, K. T. N, 2015).

Tourism Image

According to (Herbig and Milewicz, 1993) in Camprubí, R., et al (2008) Image is an award obtained by a company because of the advantages that exist in the company, such as the capabilities possessed by the company, so that the company will continue to be able to develop himself to continue to be able to create new things to fulfill consumer needs.

According to Dobni and Zinkhan (1990), the definition of brand image is the rational and emotional perception of a particular brand. Brand image arises based on consumer confidence in a particular brand, both functionally

and symbolically. Apart from that, Park and Sinivasan (1994) stated that in order to understand brand image better, you should pay attention to the unique characteristics of a product. A good brand image is the main thing for determining the target market, establishing product positioning and explaining market response (Greaves, N., & Skinner, H, 2010).

According to Low and Lamb in Martins, M (2015) indicators of brand image include: Friendly/unfriendly (easily recognized by consumers), modern/outdated (having models that are up to date or not outdated), useful/not (can be used with good or useful), popular/unpopular (familiar in the minds of consumers), gentle/harsh (having a smooth/not rough product texture, artificial/natural (authenticity of supporting components or shape).

Similar to Keller, the factors that form a brand image are the type of brand association, the benefits of the brand association, the strength of the brand association, including: friendly/unfriendly (easily recognized by consumers), modern/outdated (having models that are up to date/not outdated), useful /not (can be used well/beneficial), popular/unpopular (familiar in the minds of consumers), gentle/harsh (has a smooth/not rough product texture), artificial/natural (authenticity of supporting components or shape). According to Keller, the dimensions of corporate image that can effectively influence brand equity consist of: Product attributes, benefits and general behavior; People and relationships; Values and programs; Company credibility (Mudzanani, T. E, 2017).

Tourist attraction

According to Spillane (Hu, W., & Wall, G, 2005), tourism attractions are things that attract the attention of tourists that a tourist destination has. With five important elements in a tourist attraction, namely: (1) Attraction or things that attract the attention of tourists, (2) Facilities / facilities needed, (3) Infrastructure / infrastructure of the tourist attraction, (4) Transportation or services - transportation services, and (5) Hospitality or friendliness, willingness to receive guests. Meanwhile, according to Karyono (1997), a tourist destination has an attraction. Apart from having tourist objects and attractions, it must also have three conditions of attraction, namely: (1) there is something to see, (2) there is something that can be done (something to do), (3) there is something that can be bought (something to buy).

A, Yoeti in his book "Introduction to Tourism Science" states that tourist attraction or "tourist attraction", a term that is more often used, is everything that becomes an attraction for people to visit a particular area,

whereas according to Nyoman S. Pedit in his book "Tourism Science" defines tourist attractions as anything that is worth visiting and seeing (Jufeng, X. U., & Xinhui, R. E. N, 2014).

According to Cooper et al (in Frisch, T, 2016) before a destination is introduced and sold, it must first examine the four main aspects that it must have, namely: attraction (attractions), accessibilities (accessibility), amenities (facilities), ancillary (supporting facilities).

1. Attraction

Attractions are the main product in a destination. According to Karyono (1997) attractions or tourist attractions are related to what to see and what to do. What tourists can see and do at the destination. Attractions can be in the form of natural beauty and uniqueness, local community culture, historical building remains, as well as artificial attractions such as games and entertainment facilities. An attraction must have high differentiation value.

2. Accessibilities

Accessibility is the means and infrastructure to get to a destination. Road access, availability of transportation facilities and road signs are important aspects for a destination. For individual tourists, public transportation is very important because most of them arrange their own trips without a travel agent, so they are very dependent on public facilities and facilities.

3. Amenity

According to Sunaryo (2013) amenities are basic facilities such as transportation roads, accommodation and tourism information centers which function so that visiting tourists feel comfortable. However, according to Sugiyama (2011), amenities are all supporting facilities used to meet the needs of tourists when carrying out tourist activities at a tourist destination, such as accommodation facilities, food and drink providers, entertainment and shopping venues.

4. Ancillary (jasa pendukung)

Sugiyama (2011) states that supporting services include the existence of various organizations that facilitate and encourage the development and marketing of a tourist destination. The organizations involved in this case are the government and tourism associations.

Museum Marketing

Very rapid changes in times have influenced the development of museums in the world. In the West, since the 1970s, new museums have been born, known as the museum boom. From 1991 to 1996, the number of museums increased by 30%, but the number of visitors only increased by around 5% in Germany. A similar thing happened in England, Denmark and Australia at almost the same time there was a decline in the number of visits to museums. Competition between museums for visitors is inevitable (Rentschler, R., & Hede, A. M, 2009).

Apart from being a challenge, this situation is very worrying because on the one hand there is an increase in investment in the museum sector but on the other hand this increase is not matched by an increase in the number of visits. On the other hand, visitors' expectations of the quality of museum services are increasing, especially as an alternative place for them to spend their free time (Kotler, N. G., et al, 2008). Competition in getting potential visitors does not only come from fellow museums but also from other facilities that offer entertainment such as shopping centers (malls) or even sporting events at various venues (Rentschler, R, 2007).

Competition is a driving rocket for marketing in the business world. Competition can be a threat as well as a challenge for an organization to be successful and survive, therefore it is very important to anticipate competition to avoid threats that can come at any time. Museums tend to pay less attention to competition issues, both from direct competitors among museums and indirect competitors (other forms of entertainment businesses). It is quite difficult to convince museums to compete and win the competition, because basically museums were founded to fill the needs of society that cannot be met by other fields in serving society (Komarac, T., et al, 2017). Not only that, museums also complement and expand the business activities of other institutions, not to compete. However, the political, economic and social situation has changed a lot which requires an orientation towards increasing competitiveness, this must be responded to by museums.

Apart from these conditions, the museum paradigm itself has moved from its original orientation from collections (collection oriented) towards an orientation that cares more about visitors (visitor oriented). The impact that was felt then was the development of the role of museums, not only as places to collect and care for collections, but as a means of learning and entertainment for the public. The existence of a museum depends on the collection it has. Collection care and interpretation are fundamental functions

for a museum. But these activities must be able to provide benefits to society, both for learning and entertainment (Geissler, G. L., et al, 2006).

Marketing is a relatively new area of practice in museums. Initially, according to Kotler and Levy (in Sandell, R., & Janes, R. R, 2007) museum marketing was an extension of the concept of marketing that exists in the business world. The government's role is expected to be able to encourage museums to carry out museum marketing activities by improving service quality.

Just as in the world of education and health where patients and students pay money to get services, so should museums. However, the policy of making visiting fees free at several museums has become a kind of tradition so the issue of collecting fees is still a matter of debate. Curators often view the commercial function of museums as something embarrassing and can reduce the museum's prestige (Sandell, R., & Janes, R. R, 2007).

The condition that occurs in museums is financial difficulties in carrying out the management of the organization. Funders, private and government, demand accountability for the funds that have been invested. One way to see accountability is through a marketing approach by encouraging museums to be more accountable. In addition, efforts are being made to increase the ability of museum managers so that they have orientation and expertise in the field of marketing. Museum marketing is a form of social responsibility for museums by expanding access, not only by increasing the number of visits but also by expanding market share (Kupec, V., et al, 2020).

Marketing is defined by Kotler and Kotler as an exchange process between seekers of needed products and services (consumers) and providers of these products and services (producers). Another definition put forward by Lovelock and Weinberg (in Amenta, C, 2010):

“Marketing is the management function that most explicitly links an organization to its external environment, not only to its current and prospective customers, but also to its funding sources and other relevant constituencies.”

A more specific definition of marketing for museums was presented by Lewis in McLean (2003),

“Marketing is the management process which confirm the mission of a museum or gallery and is then responsible for the efficient identification, anticipation and satisfaction of its users.”

What needs to be underlined from this statement is the importance of mission for a museum, and marketing is a step to support the museum's mission, with the aim of knowing the public's needs which will lead to their satisfaction. So the marketing carried out by a museum must be in line with its mission. There are four basic concepts of marketing, namely exchange, market segmentation, marketing that combines various techniques (the marketing mix), and competition. Among these four basic concepts, exchange is considered the most essential part of marketing activities because this exchange involves transactions between two parties, namely consumers and producers. The exchange must provide benefits for both parties involved. One of the fundamental mistakes in museum marketing is the popular marketing expression that the buyer is king (Mudzanani, T. E, 2017). In marketing at museums, museums and visitors should stand on the same level. So museums need to be careful in serving visitors because not all visitors' wishes must be fulfilled by the museum.

Segmentation is of great benefit to museums for marketing, especially if the museum has goals that concern the general public. Ideally, museums should be able to reach all groups, but in practice, museum program policies must be made to focus on specific targets. Dividing visitors into various criteria is a logical solution, to ensure that all the resources and efforts made by the museum can be more focused and do not spread everywhere (Gürel, E., & Kavak, B, 2010).

Marketing does not exist alone but must involve tools to implement marketing strategies. These devices become a transaction link between museum institutions and their visitors. In English, this device is known as 4P, namely product, price, place and promotion. Product means something that is offered; price means the price that must be paid, both the amount and the method of payment, place is related to the existence of the product being offered, for example when, where and how the product reaches consumers, and finally promotion, namely the activity of conveying messages to potential consumers, including by means of what message is conveyed? This device is

known as the marketing mix, which is a combination of various marketing elements (McLEAN, F., & O'Neill, M, 2009). Basically, this principle is used to break down an offering into several components to make strategic decisions. Decisions in one element can only be made by combining the other elements.

Competition has become a driving force for marketing in the business world. Competition can be a threat as well as a challenge for companies to be successful and survive, therefore it is very important to anticipate competition in order to avoid threats that can come at any time (Siu, N. Y. M., et al, 2013). Museums tend to pay less attention to competition issues, both from direct competitors among museums and indirect competitors (other forms of entertainment businesses). It is quite difficult to convince museums to compete and win the competition, because basically museums were founded to fill the needs of society that cannot be met by other fields in serving society. Not only that, museums also complement and expand the business activities of other institutions, not to compete. However, the political, economic and social situation has changed a lot which requires an orientation towards increasing competitiveness, this must be responded to by museums.

The starting point for a marketing program starts from understanding community needs. Only by studying and understanding people's needs, museums will be able to develop themselves to provide appropriate services so as to provide satisfaction to visitors. To find out the market share, market analysis and market research are needed. Market analysis and market research need to be carried out by both museums that will be established and existing ones. Market analysis can help museums get quantitative data about the market, while qualitative data is obtained with market research. Market research must be carried out continuously to obtain data for developing museum services to suit public needs (Hume, M, 2011).

Market analysis and research can be carried out by museums, and can certainly be carried out by museums as long as there is the will. These two things will really help the museum in identifying its visitors, for example who the museum visitors are, their reasons for visiting, and what they need. Apart from that, you will also know why people don't want to visit museums.

Museum Marketing Strategy

Marketing strategies really utilize internet technology to maximize the dissemination of information to the wider community and must continue to be updated frequently. It was noted from the data obtained in the field that there was 1 internet blog site, 1 Instagram account and 1 Facebook account

that discussed the existence of the museum but there had been no data updates for quite a long time (Triarchi, E, 2019).

With the use of marketing function information systems related to planning, promotion and sales as well as customer-focused product development based on the use of internet technology, two-way transactions will occur between the organization and customers (Kotler, N. G., Kotler, P., & Kotler, W. I, 2008).

So there needs to be activities to update data for internet media. Apart from that, don't forget about direct face-to-face activities or services. Because of the need for direct interaction with consumers, in this case visitors are felt to be very necessary to continue to maintain visitor loyalty. Further research that can be developed is an event development strategy that can be carried out to make the museum more attractive by holding events every month.

The industrial era 4.0 is a new era, where the economic industry clearly influences all aspects of human life, where the use of technology can increase sales (Cornellia, A. H., et al, 2017). People's needs and desires also often change along with existing changes. In the world of marketing, the conditions of Industry 4.0 clearly have a huge impact.

Public demands are also increasing regarding the need for product or company information that they need to know about. Today's society really hopes that they can find out all the information they need immediately in just a short time and in an easy way. This also includes their tourism activities. There is no escaping information about the existence of museum tourism which can be a positive alternative for their tourism activities (Wang, M. C., & Lin, J. Q. P, 2018).

Marketing strategies are very necessary in increasing consumer attraction which will increase sales. From a series of information obtained from the public, it seems that people do not know about the existence of museums nearby. The public lacks understanding of the existence of the museum, because the management is lacking in promoting it. With a marketing mix using technology, it will be easier to promote at low costs (Shih, T. Y, 2015).

CONCLUSION

Marketing is a relatively new area of practice in museums. Initially, museum marketing was an extension of the concept of marketing in the business world. The government's role is expected to be able to encourage museums to carry out museum marketing activities by improving service

quality. A paradigm shift towards museums which were initially oriented towards visitors needs attention. This paradigm change, of course, must be accompanied by changes in museum management. So far, almost all museums throughout Indonesia have never done any marketing at all. This must be understood because generally museum managers are still influenced by the old paradigm that museums must be visited, so marketing the museum is not important. However, now the situation has changed, museologists and many textbooks discuss the importance of museum marketing. An aspect that needs to be considered in the context of changes in museum management is the need for marketing. So that the museum can be known to the public and become an alternative place for tourists to spend their free time. Marketing strategy is delivering products to visitors, so that the marketing carried out is able to attract visitors to visit the museum.

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