

The Optimization of the Digital Media of UPKPBB Setu Babakan Museum as an Interactive Museum

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Abstract. The UPK PBB Setu Babakan Museum located in the Setu Babakan Betawi Cultural Village. As the only Betawi cultural museum in DKI Jakarta, this museum has certain advantages in gaining visitors. However, low public awareness of the Betawi Cultural Museum and low visitor interest to visit are the main problems. Based on the problems mentioned the researcher aimed to do the branding approach. The efforts in branding the museum have been in the form of placing promotional Wall art and other visual media located in some spots in the museum. However, it is less effective without digital media optimization in branding and promoting the Betawi Cultural Museum Setu Babakan as an interactive museum since most of the visitors are teenagers who actively interact on social media. Based on these problems, optimizing digital media to brand the Betawi Cultural Museum as an interactive museum needs to be carried out periodically through technological developments and current trends in the public interest. The methods that will be used start with conceptualizing content, creating promotional content on the Setu Babakan Museum's digital media, and managing the Betawi Cultural Museum's social media to gain public attention in general and increase engagement with its audience on digital media, in this case, is on the museum Setu Babakan Instagram @museuminteraktifbetawi. In the end, Instagram insight is used as a report to show the result in gaining museum awareness and to identify which content the target audience or visitor prefers so it can bring a bigger impact in engagement and increase audience interest.

Keywords: Branding, Social Media, Interactive Museum, Visitor Engagement

1 Introduction

Indonesia is a country rich in cultural heritage and history. Historical artifacts are an important part of Indonesia's national heritage. Historical relics can provide tangible evidence and serve as learning materials for both the current generation and future generations. Historical objects in all their forms, such as artworks, archives, and historical artifacts in general, are well-preserved in museums dedicated to historical heritage. Museums in Indonesia are evidence of the nation's historical journey and culture, as stated in Government Regulation No. 19 of 1995, Article 1, Paragraph 1, which defines a museum as a place that utilizes physical evidence of human culture and nature, along with its environment, to support efforts in the protection and preservation of the nation's cultural wealth [1,2].

One of the museums in Indonesia that is considered new, as it was only opened in 2017, is the Betawi Cultural Museum. This museum is located in the Betawi Cultural Village of Setu Babakan. This museum consists of two floors, and visitors can see various artifacts from the past and replicas that were once used by the Betawi community, including paintings, antiques, other works of art, and other cultural products of Betawi. The museum also showcases musical

instruments, household items, work tools, and transportation equipment, as well as paintings depicting figures and cultural icons of Betawi. With all of the complete collection related to Betawi Culture, Setu Babakan Museum still has A common issue, similar to other museums in Indonesia, the Betawi Cultural Museum is also facing the same problem, such as the low interest of the public in visiting moreover, the lack of awareness about the existence of the Betawi Cultural Museum in Jakarta. Various steps have been taken by the team in 2023 to increase awareness of the Betawi Cultural Museum and address the low public interest in visiting by placing several promotional media in various locations within the museum to make the Betawi Cultural Museum more interactive with its visitors. Some of the promotional media include Pop-Up Wall Art about the 10 Cycles of Betawi Society, a Multimedia Space showcasing a short film on the History of Ondel Ondel, and Mirror Art that can be used for visitors to take selfies, which they are expected to share on their social media. The efforts made have proven to be insufficient in increasing public awareness and interest in visiting, as the digital media owned by the Betawi Museum has not been actively and optimally utilized [3-8].

Based on this background, it highlights the necessity of utilizing technology and media effectively, which is expected to provide insights into the Betawi Cultural Museum and also serve as a means to enhance public awareness and interest in visiting the Setu Babakan Betawi Museum. Promotional efforts through the optimization of digital media for the Setu Babakan Museum need to be carried out periodically by technological advancements, especially social media, and following the current public interest trends, more specifically teenagers' preference since most of the visitors are teenagers range from 10 years old to 24 years old. The method to be implemented will start from conceptualizing content, creating promotional content on the digital media of the Setu Babakan Museum, and extending to managing the social media of the Betawi Cultural Museum to gain public attention in general and increase engagement with its audience on digital media, in this case, is on the museum Setu Babakan Instagram @museuminteraktifbetawi.

2 Methodology

There are four key elements in a rebranding process. Referring to Muzelec, the elements include repositioning, renaming, redesigning, and relaunching [2]. In the aspect of repositioning, the Betawi Cultural Museum has changed, as the museum not only possesses educational value and serves as the source of information about Betawi culture in DKI Jakarta, but it also has an interactive value. Various promotional media that have been made and placed in various spots at the Setu Babakan museum are proof that the Museum positioned itself as an interactive museum, and it will also be uploaded as Instagram content for the museum, both as interactive campaigns and general informational content. Renaming or renaming is done to give the impression that a place is undergoing changes and offering something new. In this case, the Betawi Cultural Museum has changed its name to the Betawi Cultural Interactive Museum. Furthermore, redesigning, in addition to the name and slogan, the logo also becomes one of the important elements that shape a place's image. In this case, the Betawi Cultural Museum will make changes to its logo, design, and color selection, which will then be applied to digital platforms such as the museum's social media. The last element is Relaunching, at this stage, it involves disseminating information about the changes made to the public to raise awareness [3]. This process aims to make the audience, both visitors and potential visitors of the Betawi Cultural Museum, aware of the changes made or the new face of the Betawi Cultural Museum, specifically the interactive Betawi Cultural Museum. Things that will be done to communicate the relaunch to the outside audience include creating

promotional content in the form of campaigns on the social media platforms of the Betawi Cultural Museum see Figure 1.

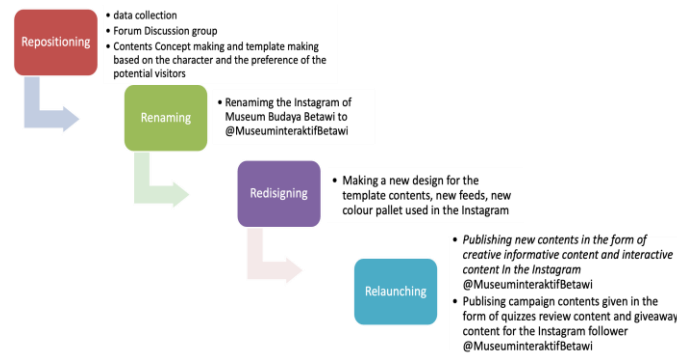


Fig. 1 Four Key Elements In a Rebranding Betawi Cultural Museum

3 Results and Discussions

In the Pre-Production stage or the preparation process for rebranding the Betawi Cultural Museum into an Interactive Museum, a discussion forum was held with the management and the Head of UPK PBB Setu Babakan regarding the current condition of the museum, the characteristics of the museum visitors, and the challenges faced. After the data is obtained, the next process is for the team to determine the repositioning of the Betawi Cultural Museum, which not only has educational value and serves as the sole source of information about Betawi culture in DKI Jakarta, but the Betawi museum also has an interactive character. This repositioning is carried out through internal discussion forums and the establishment of a Creative or Content Creator team that will be responsible for conceptualizing content, creating promotional materials for the Setu Babakan Museum's social media, as well as managing the social media of the Betawi Cultural Museum to attract public attention in general and maintain engagement with its audience in digital media, both on social media and on the website of the UPK PBB Setu Babakan Museum.

In the production Stage, the team focuses on creating or producing promotional content as well as informative and interactive campaign content based on the content plan that has been established. The content was also collaborated with the official Instagram account of UPK PBB Setu Babakan. At this stage, it includes the process of renaming the Instagram social media to @museuminteraktifbetawi and redesigning the content templates for feeds and reels, as well as changing the colour palette to match the colors of the Setu Babakan Museum. feeds informative contents are mostly related to museum collections.

Information Relaunching or in the final stage, the goal of the following stage is to make both visitors and potential visitors of the Betawi Cultural Museum aware of the new features provided by the Betawi Cultural Museum. The activities carried out by communicating the relaunch including campaign content posts titled "new face of the interactive Betawi Cultural Museum" on Instagram @museuminteraktifbetawi. This campaign's contents are in the form of quizzes, giveaways, and reviews given to visitors of the Betawi Cultural Museum. interactive reel content including asking for visitors' opinions about the Museum Budaya Betawi, vlogging content such as a day in my life content, before and after the museum, and many

more inspired viral content. Based on the Instagram analysis report from July 15 to 27 September 2024, it can be concluded that the number of likes and reach from users on Instagram has consistently increased from the first week of July to September among visitors on the Instagram social media platform. However, despite this, the number of likes and reach are greater for interactive reel content compared to informative post content, with the highest likes and reach coming from interactive reels about asking for reviews or ratings about the new interactive museum of Cultural Betawi to the visitors which received 35 likes, was viewed 723 times, and shared 36 times. Another top content is giveaway content which received 31 likes, was viewed 1030 times, and shared 55 times.

4 Conclusion

To broaden the relevance of the study on optimizing digital media for the Setu Babakan Museum, several implications emerge for other museums facing similar challenges, such as low public awareness or lack of interest in visits. By applying effective digital media strategies, museums can potentially enhance engagement and cultivate stronger connections with diverse audiences. Like the Setu Babakan Museum, other museums can benefit from actively enhancing their digital presence. This could involve optimizing their websites for user-friendly navigation, providing visually appealing content, and integrating interactive features to engage online visitors.

Interactive Virtual Experiences as demonstrated in the study, interactive content such as virtual tours, live-streamed events, and interactive 3D exhibits—can foster greater interest and reach a broader audience in the future. Museums with limited foot traffic could explore similar technologies to create a dynamic online presence. Continuous evaluation and adaptation of digital strategies are crucial for museums in a rapidly evolving digital landscape. By regularly assessing the impact of their marketing efforts, museums can remain responsive to changing visitor expectations and technological advancements. This forward-looking perspective is essential for museums to remain relevant and resilient in a competitive cultural sector.

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Limitations and Future Work

As the activation and optimization of the social media platform Instagram for the Betawi Cultural Museum has been done, several other innovative steps are still needed to achieve more optimal results. This can be done through content collaboration for campaigns involving relevant Key Opinion Leaders (KOLs) who are of interest to potential visitors so that interactive campaign reels can attract even more visitors to the Betawi Interactive Cultural Museum. Additionally, a digital virtual tour could also capture public attention towards the Betawi interactive museum and encourage visitors to visit directly on the spot

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