



Utilization of social media marketing and E-WOM in building brand awareness at the Linggar Jati Museum

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ABSTRACT

The purpose of this study was to determine the effect of using Social Media Marketing and E-WOM in Building Brand Awareness at the Linggarjati Museum. This study uses a qualitative approach. The subject of this research can be in the form of objects, people, and places that influence or are related to research. The information obtained about the use of social media and E-WOM to increase Linggarjati Museum's brand awareness comes from the interview process. This research was conducted from May to June 2023 which took place at the Linggarjati Museum. Data collection techniques used in the form of writing, numbers, sound, and documentation. Process Data collection instruments using three data collection techniques, including observation, open interviews, and documentation. The data analysis technique in this study used the Miles and Huberman model which consisted of three activities, namely data reduction, data display, and conclusion drawing/verification. Based on the results of the study, empirical facts were obtained in the form of: 1) Museums are one of the places or locations for implementing educational tourism activities. Museums offer visitors an experience to see and feel historical places, carry out educational activities and experience learning while traveling. 2) Efforts to optimize the media are urgently needed in order to increase awareness about the Linggarjati Museum. The provision of historical information and education is one of the main points of the existence of the Museum, but it is necessary to provide good personal and non-personal information.

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INTRODUCTION

The economic pressure that is currently befalling the world has a very serious impact on the global economy, due to changes in policy decisions, these changes have an impact on the Indonesian economy which is becoming unstable. Apart from that, the emergence of the Covid-19 outbreak directly affected the health, habits of the world community, and indirectly affected the wheels of the economy, such as buying products, selling products and tourism. The enactment of the latest

rules regarding social distancing has made each individual more aware when interacting with people outside their home. In this case, people prefer to stay at home and reduce activities outside the home, including visiting tourist spots.

The tourism industry is currently growing, there are many ways in terms of disseminating information that make new tourist objects increasingly known to the public. Changes in needs and desires in the current era continue to occur. Before the Covid 19 pandemic, everyone flocked to spend money on fashion and style, but now it has changed to spending money to visit tourism spots. In the current era the behavior and needs of visitors have begun to shift. Every current visitor, before visiting a tourism spot, has a habit of first seeking information on social media through recommendations, experiences, and reviews left by previous consumers, whether in the form of videos or photos (Anang Sugeng, 2014, Ayutiani & Satria Putri, 2018).

One of the most widely used social media sites to gather information on tourist recommendations is Instagram. By using content in the form of photos and videos, Instagram social media is very interesting to become a promotional media for tourism places so that it becomes a special attraction. This means that the use of Instagram will be very effective for promoting a tourist destination for travelers (Perkasa et al., 2017). The development of tourism in Indonesia as one of the government programs that has made tourism an addition to the country's foreign exchange has been held since 1988 which is expected to be able to bring in visitors from national and foreign visitors who will ultimately generate income for the country's foreign exchange. Spending by visitors is expected to increase the income of local residents. The profits that will be obtained can be used for infrastructure development, resources in increasing local tourism and helping to boost the local family economy.

One area that has a variety of natural resources, culture, culinary, artistic traditions, rituals, religion, beliefs and history is the province of West Java, which is famous for its diverse regions and tourism sector potential, so it has its own charm to visit. The cultural diversity in each district in the province of West Java gave birth to several types of art and history that have unique and distinctive characteristics. This needs to be well publicized so that it can be recognized by the wider community.

In terms of tourism, the Kuningan district government is trying to develop regional tourism so that it can be visited by domestic and international tourists. Kuningan Regency is trying to make the tourism sector one of the regional economic benefits. The Linggarjati Negotiation Building which is a witness in the course of history in Indonesia, this building is located in Linggarjati Village, Cilimus District which is currently being used as an educational tour and national cultural heritage which is closely related to Indonesian independence.

One of the marketing activities that is being widely used, one of which is social media marketing as one of the marketing media used to increase knowledge, and make buyers make product purchase transactions from a brand, product, with digital assistance as a medium, Santoso (2017). In addition to marketing using social media, consumer opinion about products spread on social media also has an important role, both positive and negative, which are spread via the internet, especially social media or what is known as electronic word of mouth (e-WOM). which must be considered by the company, considering that consumers are very free to express opinions on the internet.

The implication of this research is that social media causes the emergence of new habits by consumers to disseminate information in the form of opinions, thoughts, experiences and positive and negative reviews in using a product and share it online to encourage other consumers to dig up information about the product.

Social media causes the emergence of new habits that are carried out by consumers to disseminate information in the form of opinions, opinions, experiences and positive and negative reviews in using a product and are shared online to encourage other consumers to dig up information about the product. Based on some of these findings, further research is needed

regarding the Use of Social Media Marketing and E-WOM in Building Brand Awareness at the Linggar Jati Museum.

RESEARCH METHOD

This study uses a qualitative approach. Research subjects can be objects, people, and places that influence or are related to research. Utilization of social media and E-WOM to increase awareness of the Linggarjati Museum will be carried out through an interview process. This research was conducted from May to June 2023. Located at the Linggarjati Museum. This data collection technique is the data to be used in the form of writing, numbers, sounds, and documentation. Process Data collection instruments were carried out by researchers using three data collection techniques, namely observation, open interviews, and documentation. The data analysis technique uses the Miles and Huberman model which consists of three activities, namely data reduction, data display, and drawing conclusions/verification (Sugiyono, 2017).

RESULTS AND DISCUSSIONS

To prove the hypothesis in research regarding the influence of Brand Awareness, E-WOM at the Linggarjati Museum on Social Media Marketing using qualitative research by knowing the hypothesis of how Social Media Marketing and EWOM can increase brand awareness at the Linggarjati Museum so that the number of visits and tourist interest in traveling increases. Below is the discussion for more details.

Data analysis

Data Reduction

In carrying out this research, the first stage that is carried out is data reduction, where the data that the author gets is in the form of numbers, sentences, data, documentation. In this stage the author uses a random data collection model (Spiralling method), namely the implementation of sequential cycles such as forming a spiral.

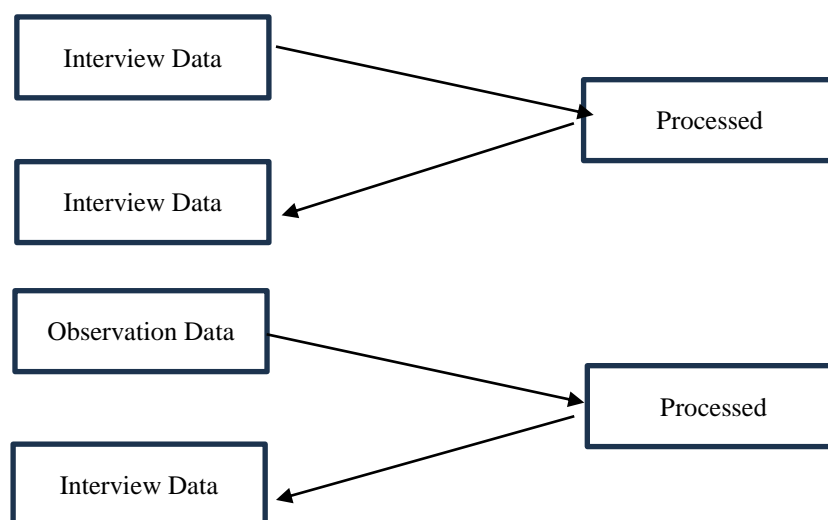


Figure 1. data spiralling method

In carrying out this research, the first stage carried out was data reduction, where the data the author obtained was in the form of numbers, sentences, data, documentation. In this stage the author uses a random data collection model (Spiraling method), namely the implementation of sequential cycles such as forming a spiral.

In this random data collection model (Spiralling method), researchers search for and obtain data periodically and do it repeatedly, so that data processing is carried out repeatedly. At this stage the researcher obtained some information regarding the unstable data on visitors from January to May 2022 at the Linggarjati Museum from the Kuningan District Tourism and Culture Office, carried out open interviews with various parties including Mr. as chairman of the Linggarjati Museum management who has the obligation to taking care of all the needs of the Linggarjati Museum, as well as various parties who have an important role in this research. Apart from conducting interviews, the author also conducted a literature study regarding supporting factors, parts and stages regarding how social media and E-WOM can build the Brand Awerness of the Linggarjati Museum.

After the data is collected and selected, the data received will be presented in the form of a chart containing Data Condensation. Data condensation is the process of selecting and simplifying data that approximates interview transcripts. At this stage the researcher collected data from the results of interviews conducted with Mr. Iwan as administrator of the Linggarjati Museum, Mr. Toto as chairman of the management of the Linggarjati Museum.

Conduct interviews to obtain data in accordance with the research topic. Where the interview data that the researcher obtains will be in the form of a chart containing, Names of the resource person and interviewer, Interview transcript, Main Ideas, and also keywords, which makes it easier for the researcher to read and sort out what aspects the source conveys so that it becomes data that is easy for the researcher to read. writers and also by readers.

Data Display

After the data is collected and selected, the data received will be presented in the form of a chart containing Data Condensation. Data condensation is the process of selecting and simplifying data that is close to the form of an interview transcript. At this stage the researcher collected data from the results of interviews that were conducted with Mr. Iwan as the caretaker of the Linggarjati Museum, Mr. Toto as the chairman of the Linggarjati Museum, and Mr. Ageng as tourism ambassadors and Travel Consultants as resource persons, Mba Nugraha and Mba Ade who produced data and information that Enough.

Table 1. Data display

No Interview	:1
Resource Person / Status	Ageng Sutrisno / Tourism Ambassador for Kuningan district
Questioner	2012 and Travel Consultants Iip Saipul Anwar
Regarding	Tourism marketing in Kuningan Regency and the utilization of the government and youth in promoting the Museum Linggarjati.
Interview type	Structured (Whatsapp Call)
Date and time	Saturday 15/ June 2023
Time	20:30 WIB
Atmosphere	Mas Ageng is a tourism ambassador from The Association of Mojang Jajaka, Kuningan Regency

After the interview was conducted and the writer felt it was enough to get various information from various sources, the next stage is data validation or checking the credibility of the data that the author gets in order to draw conclusions accurately and precisely.

In this case the author uses data validity techniques according to Prof. Dr. Sugiono in his book entitled management research methods. According to Sugiyono (2015: 83) data triangulation is a data collection technique that is a combination of various existing data and sources. For my research this time I used the triangulation technique to test data validation by checking the data obtained from various data sources such as interviews, documentation and others, the data that will be displayed is in the form of a table containing questions that the author has made before, answers from various sources among them there is from Mr. Toto as head of the management of the Linggarjati museum, mas Ageng as tourism ambassador for Kuningan Regency, Mba Ade and Mba Nugraha as digital marketers, as well as interpretation of the interview results.

Table 2. Coddng data source

Coding	Resource person 1	Resuorce 2	Resuorce 3	Resuorce 4
Resource Person	(Mas Ageng)	(Pak Toto)	(Mba Ade)	(Mba Nugraha)
Regulatory overlap	There is still a lot of overlap regarding management of land in the tourism area by the Kuningan district government, in this case for land management, for example in the Mount Ciremai area which is managed by the Mount Ciremai National Park but there are several areas of land which is still deep			

In Table Coddng (keywords) 1 which contains answers from sources about the government's seriousness in improving the educational tourism sector, the existence of regulations that still overlap causes delays in increasing resources. improve is regulation and cooperation between various government agencies in terms of developing tourism resources, besides that in terms of developing resources that have an important role in maintaining the management of the Linggarjati museum, things that must be considered among the development of resources that can improve quality to meet the needs of visitors. In this case the role of the government as an apparatus that has an obligation to empower and improve the quality of resources which must provide debriefing and training to improve the abilities and skills of the management of the Linggarjati museum which is useful in terms of increasing expertise in order to create the best service for visitors and can improve the quality of potential resources human power.

Museum facilities also greatly affect the visitor experience when visiting the Linggarjati museum, in the current era the Linggarjati museum still looks boring, there must be renewal in terms of providing information without reducing the meaning of the history of the Linggarjati museum, between visual TV or audio visual facilities that can be used to provide information impersonal and attractive that can be used according to promotional needs. In addition, the important needs of visitors include clean and comfortable toilets and sufficient parking space.

Table 3. Coding (keywords) 2 promotion

Coding	Resource person 1	Resuorce 2	Resuorce 3	Resuorce 4
Resource Person	(Mas Ageng)	(Pak Toto)	(Mba Ade)	(Mba Nugraha)
Creating Tourism Promotion Ideas	Promotion of free tickets during school holidays, and making cultural performances in the form of performances on the museum grounds		Inviting young people to make the museum one of their favorite tourist spots by approaching the needs of young people to share experiences visiting tourist attractions in social media.	There is renewal in terms of promotion, namely, information, education, and entertainment.
	Promoting the			

Use of various promotional media	Linggarjati museum at school with a history teacher when explaining about Indonesian independence.	The use of various promotional media that can be set for the percentage of use, in this case it could be promotional media such as television and radio by 70% and social media 30% depending on the target market and people's habits for get information	Differences in the target market for various promotional media including television, radio, and social media based on demographics and disability.
Eliminate the negative stigma about the Museum			What should be improved is the level of public curiosity and curiosity, and eliminating the negative stigma about museums, if museums are haunted, there are lots of demons. And store antiques.

In table 2 Codding (keywords) regarding promotions, to carry out promotions for the Linggarjati museum there needs to be encouragement from various parties, as chairman of the management Mr. in elementary, middle and high school schools that can promote the Linggarjati museum when explained about the history of Indonesia, besides that the free admission program can be used when school children are off, the use of mass media and social media used by the community can provide opportunities for the Linggarjati museum to be able to known by the wider community, be it conventional media such as television, radio or social media, providing information about interesting things that can be done in museums, especially teaching young people so that museums can become their favorite place to spend time off or study time that can increase awareness of the Linggarjati museum and changing the negative stigma towards the Linggarjati museum.

Table 4. Codding (keyword) 3 Collaboration

Coding Resource Person	Resource person 1 (Mas Ageng)	Resuorce 2 (Pak Toto)	Resuorce 3 (Mba Ade)	Resuorce 4 (Mba Nugraha)
Promotion and utilization of the younger generation	Collaborating with schools around the museum to visit and carry out learning activities at the museum, perhaps starting with elementary school children by watching films with the theme of the struggle of Indonesian heroes, then junior high schools by reporting visits and making clippings, and high schools in making videos like vlog reviews or	Collaborating with schools for their students to visit museums. Collaborating with external parties, including to become a shooting location, to be a pre-wedding location and to be a wedding reception	Millennials and Gen Z have begun to enter the government's function, whose ideas and thoughts on promoting educational tourism can be more attractive and broader in scope.	

	experiences. Cooperation between government and young people to preserve culture and educational tourism, for example by holding exhibitions, workshops and seminars.	venue.
Optimizing historical preservation educational tours	Following the work program from Ridwan Kamil as the governor of West Java to always collaborate and innovate in improving natural resources, tourism and human resources so that there is an increase regional economy	Following the government program about Kuningan district becoming a nature conservation and tourism city

Collaboration is one of the supporting factors for increasing awareness or attractiveness, especially for tourism places by collaborating, of course creating something new, in this case following the program of the West Java provincial government and West Java governor Mr. Ridwan Kamil regarding collaboration, collaboration and innovation between communities. central and regional governments, government and private institutions in order to develop the regional resources of Kuningan district as a nature conservation city and make Indonesia self-sufficient in 2045 especially the millennial generation who have started to enter a period of work in government agencies that contribute to making and processing government programs into more variable.

Collaborations that have been carried out by the management of the Linggarjati museum include working with schools to provide more knowledge for future generations about the history of Indonesian independence, as well as collaborations carried out with instansi or groups from outside the management of the Linggarjati museum such as the use of the Linggarjati Museum building for shooting needs, pre-wedding and wedding receptions add to the commercial value of the Linggarjati museum as a tourism destination.

Table 5. Codding (keyword) 4 social media

Coding Resource Person	Resource person 1 (Mas Ageng)	Resuorce 2 (Pak Toto)	Resuorce 3 (Mba Ade)	Resuorce 4 (Mba Nugraha)
Online Promotion	Digital promotion is very supportive for the continuation of the promotion		To create promotions on social media, they can deliver content that is quite interesting, for example with the museum date trend. Online promotions on social media are cheaper than promotions on other media. Social media accounts for government agencies usually go up faster, such as wondeuk Indonesia and some tourism social media and other museums.	New media is easier to access and easier to produce, but because of that convenience everyone can do it and it has an impact on the emergence of hoax news that often appears on social media Information about anything on social media is more affordable and also more impactful.

The use of social media is one of the new media in today's modern era, after the pandemic, the use of social media has increased, therefore many people are known by many people using social media. This power makes social media a medium for promoting easy access and easy socialization this media is a medium that is very popular with everyone, regardless of age and social status, its use can be done at any time as long as there is a mobile phone and internet access

resulting in receiving unlimited information, social media offers all kinds of trends that are worth following with the resulting creativity. However, the use of social media has always been a serious issue in terms of the truth of news and information, a lot of untrue news has spread on social media.

The Linggarjati Museum as an educational tourism place should try one of these promotional media, in addition to following the habits and needs of the community, the Linggarjati Museum can also be more easily recognized by everyone, both in terms of tourism and history by creating interesting content and of course it can attract new visitors.

Table6. Codding (keywords) 5 electronic word of mouth

Coding Resource Person	Resource person 1 (Mas Ageng)	Resuorce 2 (Pak Toto)	Resuorce 3 (Mba Ade)	Resuorce 4 (Mba Nugraha)
Increase attractiveness	Assign high school students the task of making a mini vlog or review and then posting it on social media and tagging it to the Linggarjati Museum account and using the Linggarjati Museum hashtag		The use of interesting content is very often used by social media accounts, such as the PAN Party which is famous for its Jinggael. The content of the visiting experience can also be said to be a trend which is still in use for museum promotion Linggarjati	Following the trend of content that is being discussed, such as the type of visitor to the museum or the important museum date is something that is real to people's lives.
Follow market wishes			Using Influencers that match the target market to encourage people to come back to the Linggarjati Museum and mix it with something relevant. Fish on social media by using location settings, interest and age.	Using a buzzer to encourage the audience to have interest and find information about the Linggarjati museum, so that interest in visiting the Linggarjati museum arises

After promoting the Linggarjati museum on social media, there are several further steps to increase awareness, including using content that is relevant and trending among social media users. similar content, not only that the use of fence marks and captions using keywords that are currently popular also affect the existence of content on social media.

Using buzzers and influencers to promote the Linggarjati museum on their social media accounts can also increase awareness, with so many followers from influencers and buzzers that more people know about the Linggarjati museum.

Discussion

Kuningan MAS (Independent, Religious, Prosperous) is one of the serious programs of the Kuningan district government since 2018. In order to carry out this program, one of the regional government missions is to develop regional tourism as a way to develop the regional economy. Based on the results of the author's analysis and monitoring in the field, Kuningan Regency has a lot of tourism potential in various fields spread across several locations in Kuningan Regency, the authors found several causes for the not optimal tourism sector in Kuningan Regency, especially in educational tourism, namely the Lingagrjati Museum, including: (a) The management of tourism in Kuningan Regency has not produced maximum resources, lack of collaboration between related

agencies, instead working with their respective work programs. (b) The government's not optimal commitment to tourism development, as evidenced by the lack of supporting resources to promote tourism. (c) Not yet optimal tourism marketing and promotion activities both in mass and digital promotional media. (d) The ability to communicate to utilize technology which is also related in terms of the ability to interpret and guide visitors is limited. Facing this challenge, it is certainly necessary to increase the professionalism of museum managers, this is homework for museum administrators and local government agencies in the Kuningan district so that the 2048 independent Indonesia program can be achieved. (e) Referring to the potential of the millennial tourist market, museum management really needs supporting facilities with an interesting digital-based touch, something interesting to document or what is commonly called instagramable and an atmosphere that is not boring which certainly does not reduce the authentic value of the museum itself. (f) The use of digital platforms in inviting, educating, and promoting museums to the public is no longer conventional because they tend to be ineffective. Today's millennial visitors can become a market that has the potential to greatly influence the number of visits, so there must be an attraction that can attract them. This generation has a strong desire to explore things in their social media networks. (g) The development of information technology in today's digital era continues to grow rapidly and affects almost all sectors of life, including shaping people's behavior in traveling. It can even be said, nowadays humans cannot live without technology. This can be seen clearly, as soon as everyone starts to get used to using the convenience of technology to inform their daily activities, for example through social media. As a result, technology has changed lifestyles and perspectives and behaviors. Related to the current development of museums, it is necessary to understand the character of tourists so that museums become an unforgettable part and the most important thing is to be able to convey the function and role of museums as part of educational tourism which is very important.

Meanwhile visitors get real time information and can share experiences about all things including complete tourism on social media as well as the use of E-WOM in the form of content, be it content reviews, Vlogs or brief reviews about visits to museums and other interesting things. This is part of the behavior of millennial society which is highly dependent on technology. In relation to visits to museums, it is of course very important for museum managers to pay attention to aspects of visitor needs. Otherwise, the development of the museum will be slow and uninteresting. As a consequence, museum managers must always fulfill the desires of the millennial market and understand technology as a form of maintaining existence and preserving history.

CONCLUSION

The conclusions from this study can be drawn as follows: The museum is one of the places or locations for implementing tourism activities. The museum offers an experience for visitors to see cultural artifacts that have historical value, carry out educational activities and experience learning while traveling. Interpretation is a tourist need when visiting museums. Providing information to museum visitors in the form of personal and non-personal interpretations is one way to maximize the museum's function as cultural preservation and dissemination of historical information to the public. Museums in big cities such as independent museums in Jakarta and the National Museum in Jakarta have applied an interpretation approach in order to attract museum visits and provide historical information and educational functions to museum visitors. Although there are aspects that need to be considered by museum managers and the local government, they can make museums the main choice of tourists for educational tourism. Therefore, efforts to optimize media are urgently needed as a way to increase awareness about museums. The museum collection is the core of a visit to the museum but it needs to be supported by good personal and non-personal interpretation. This study recommends several models or steps that can be taken by museum

managers in order to optimize the museum's function as an educational tour, one of which is the use of social media. The role of social media as one of the capable media increase museum awareness by using social media and E-WOM as one of the media besides the importance of strengthening cooperation between various sectors including the government sector, individuals who can support programs to make the museum an educational tour that can be utilized and preserved.

It is hoped that future researchers will continue to provide support for regional tourist attractions so that they always get encouragement and support from the younger generation. Future research is also expected to use more sources in order to generate more ideas and creativity in promoting regional culture and tourism. The object of this research is expected to be expanded and not limited to the tourism sector but other sectors including culture, small and medium enterprises.

Managers should increase promotional activities more optimally through print, electronic and social media media. The condition of the Linggarjati museum should be preserved, so that it can always be visited by future generations. Managers should establish cooperation between managers, tourists, local governments to always maintain security, cleanliness, promotion and increase of resources.

The involvement of this research is to recommend several models or steps that can be taken by museum managers in order to optimize the function of museums as educational tourism, one of which is by utilizing social media. The role of social media as one of the media that is able to increase awareness of museums by using social media and E-WOM as one of the media. Apart from that, it is important to strengthen cooperation between various sectors including the government sector, individuals who can support programs to make museums into educational tourism that can utilized and preserved.

The suggestion for this research is that it is hoped that future researchers will continue to provide support to regional tourist attractions so that they always receive encouragement and support from the younger generation. Future research is also expected to use more sources in order to generate more ideas and creativity in promoting regional culture and tourism. It is hoped that the object of this research can be expanded and not limited to the tourism sector but other sectors including culture, small and medium businesses.

It is hoped that the results of this research can provide information as a basis for consideration, support and contribution of thought to business decision makers in order to increase income and develop business museums.

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