

MACAN Museum's Strategies in Retaining Art Tourism Visitors During Covid-19

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ABSTRACT

In Indonesia, museums are still the last choice for people as a tourist destination, both on weekends and holidays. MACAN Museum is the first museum in Indonesia dedicated to modern and contemporary art. This museum is also an educational institution that provides art education to the public, as well as a bridge between the Indonesian art world and the world community. Museum MACAN strives to maintain its distinctiveness as an art and contemporary museum that is different from other museums and strives to become the museum that is chosen by the public as the main destination for vacations and tours. To communicate this, a marketing public relations strategy is needed in attracting customers so that the message can be well received by the wider community. The pandemic around the world, including Indonesia, has had a bad influence on the art tourism sector, including museums, but the tiger museum can survive in the midst of the onslaught of the Indonesian government's tight regulations in the tourism sector. By using a good marketing public relations strategies, the tiger museum can overcome these obstacles. Until now, the tiger museum is still operating.

Keywords: *Marketing Public Relations, MACAN Museum, Tourism arts, Covid-19*

1. INTRODUCTION

Indonesia is a country rich in culture, cultural diversity that is owned through historical events should be appreciated by the community and known as national identity [1][2]. History and culture have been introduced as part of knowledge since kindergarten [3].

In fact, the museum as a place that has knowledge of history and culture in Indonesia has not become a major alternative for people to spend time at the same time traveling and adding knowledge. In addition, the level of community aspirations towards the world of history and culture, especially museums is still very low. Museums are still the last choice for the community as a tourist destination, both on weekends and holidays. When compared with other tours, the number of visitors to the museum is still very small [4][5].

Despite the many reports regarding the low number of museum visitors in Indonesia, there are still those who have established new museums with different concepts from other museums. The new museum is named Museum MACAN (Museum of Modern and Contemporary Art in Nusantara) [6].

MACAN Museum is the first museum in Indonesia dedicated to modern and contemporary art. Unlike other museums which are considered boring and rarely visited, MACAN Museum has become one of the public's favorite museums since 2017 until now because there are so many modern works of art produced by famous artists that can

surprise the public. The building is specially designed to accommodate the function of the museum, which is to display the works of Indonesian and world artists [6].

MACAN Museum is ready to become a center for art learning through the arts on display as well as the programs offered. This museum was born from an art collector and entrepreneur from Indonesia, Haryanto Adikoesomo. For 25 years it has been one of the most significant collections in Indonesia, ranging from Indonesian modern art to modern and contemporary art from around the world. The man who received the Authenticity, Leadership, Excellence, Quality, Seriousness in Art award collected around 800 works of art. Museum MACAN's collections focus on modern and contemporary art from Indonesia, Europe, America, and Asia [7].

There are so many works that look unusual and look interesting to look at and document because the MACAN Museum itself is a modern art museum, no wonder so many people visit there to immortalize it through social media such as Instagram, coupled with good facilities can add to this museum being instagramable museum (a great place to capture and share on Instagram social media). The MACAN Museum has also been reported by Asian Correspondent which is Asia's leading independent news, that the MACAN Indonesia museum signals a bright future for art in Asia. This museum is also an educational institution that provides art education to the public, as well as a bridge between the Indonesian art world and the world, and what it wants to achieve is a better public appreciation of Indonesian art at the world level. It can also be said that the strategy of

promoting modern and contemporary works of art by Indonesian artists carried out by the Macan museum has an impact on the knowledge of Indonesian art and public interest in visiting the MACAN (Museum of Modern and Contemporary Art in Nusantara) museum. works of art created by artists [7].

The epidemic covid-19 pandemic has changed people's lifestyles in various lives and adapted in daily life in various fields, one of which has an impact on the COVID-19 pandemic is tourism [8]. Based on data from the World Tourism Organization (UNWTO) the number of tourist arrivals worldwide decreased by 44 percent during the pandemic when compared to previous years [9].

With the Covid-19 pandemic, MACAN Museum is required to close for one year due to government policy, but on March 10, 2021, MACAN Museum can operate again in the era of the covid-19 pandemic, the tourism sector must adapt to new habits or new normal with the health protocols that apply in the community. such as modification of working methods, minimal touch implementation, improvement of sanitation according to health protocols, health checks and certifications for tourism sector workers, food and beverage accommodation for the safety and health of visitors, and what is important is the share responsibility between business people and the government, in this case. both local and central government. The Covid-19 pandemic has had a significant impact on national tourism, so strategic steps are needed to accelerate its recovery [10].

In the recovery step of tourism and the tight competition in the tourism sector, each tourist attraction must have its own characteristics that can distinguish it from other tourist objects [10]. Museum MACAN strives to maintain its distinctiveness as an art and contemporary museum that is different from other museums and strives to be the museum that is chosen by the public as the main destination for vacations and tours and tries to be a good example for other museums. To communicate this to the audience, a marketing public relations strategy is needed in attracting customers so that the message can be well received (Hidayati, Personal Interview, September 2021).

Based on the study conducted by the author, this paper describes how the marketing public relations strategy carried out by Museum MACAN in an effort to retain visitors during Covid-19.

2. MARKETING PUBLIC RELATIONS (MPR)

Museum MACAN (Museum of Modern and Contemporary Art in Nusantara) is an art museum in Jakarta. MACAN Museum is an institution that provides public access to a significant and growing collection of modern and contemporary art from Indonesia and around the world. The brand development strategy is related to the marketing measures set by Museum MACAN in the midst of competition to attract consumers' attention and retain visitors during the Covid-19 pandemic. According to Thomas L. Harris (2006) the emergence and development

of Marketing Public Relations (MPR) can now be seen from the existing phenomena, namely: *public relations, has become a big and profitable business; MRP is the largest and fastest growing segment of a fast growing industry; companies has recognize the growing importance of marketing public relations with bigger budget and fatter paychecks; public relations is getting increasing interest in the marketing and business media, and; the academic community showing greater interest in public relations* [11]. A continuous strategy is needed by introducing the MACAN Museum to the public, building a strong image that is believed to have beneficial values and providing solutions to the community's needs for modern and contemporary art. The target that grows in the community has significant implications for the success of a company in winning the minds of the people and at the same time being able to win business competition [12] [13].

3. MARKETING PUBLIC RELATIONS STRATEGY

P.E.N.C.I.L.S Public Relations Marketing Strategy is a public relations strategy in carrying out its duties, roles and functions, in the PENCILS concept it has components that are interconnected with public relations work practices. The P.E.N.C.I.L.S mix developed by Thomas L. Harris if described in detail in the correlation of the main components of the role of public relations are: *Publication; Events; News; Community Involvement; Information of Images; Lobbying and Negotiating, and; Social Responsibility* [14].

3.1 Publication

The publications carried out by the MACAN Museum in an effort to attract visitors by using various social media platforms such as Instagram by placing ads on Instagram, Facebook and Twitter to announce that the museum has reopened and create a "back to MACAN" campaign. With this information can be conveyed to the audience of Museum MACAN [12].



Figure 1 "Back to MACAN" Campaign

3.2 Event

Event is a program created by the Public Relations of a company to establish good communication between the company or organization and the community. One of the events that was very successfully run by Museum MACAN in the era of the Covid-19 pandemic was the "Arisan Karya" program which was attended by 300 artists and could attract the interest of the audience to join the programs offered. With the "Arisan Karya" program, the audience can give positive value to the MACAN museum because with a pandemic like this the museum is still thinking about the income earned by artists [15], [16].

This program really helps the economy of Indonesian artists. In addition, MACAN Museum also conducts many exhibitions of local artists which can be visited offline with applicable health protocols and virtual programs offered to attract audiences to join such as webinars with artists, virtual museum tours, virtual discussions with various groups, educational forums. which can be enjoyed by the wider community, and many other programs offered can be said to be effective in this pandemic era because people can enjoy them offline and online and can reach the wider community, not only audiences who like art but can be seen and enjoyed by audiences from all walks of life [15], [16]. There are many ways that organizations can do to attract visitors, such as conducting workshops, webinars, discussions, competitions, interesting programs, and so on. The strategy taken must be conveyed to a broad audience. Various activities are carried out by MACAN Museum in an effort to attract visitors. One of the events held by Museum MACAN was the "Arisan Karya" which was

attended by 300 artists where this program gave new enthusiasm for local artists to keep working in the era of the Covid-19 pandemic [15], [16].

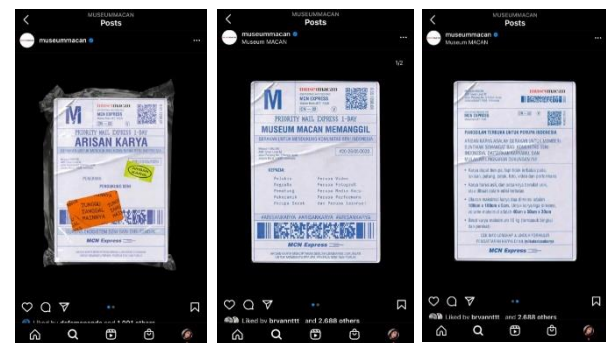


Figure 2 "Arisan Karya" Program

3.3 News

Creating attractive programs, collaborating with various audiences, having broad relationships, being a bridge between internal and external organizations is the duty of a Public Relations. In this case, a public relations officer must have extensive relations with the media where a public relations officer must communicate well with the media in order to attract the media to make press releases and attend press conferences held by Museum MACAN. At this stage the MACAN Museum has extensive relations with the media so that it already has a database that often collaborates with the MACAN Museum [17].

3.4 Community Involvement

Socializing activities with a group of people is very important to maintain good relations (Community Relations and Humanity) between the community and the company or organization. Due to the Covid-19 condition that does not allow us to gather together in large numbers, Museum MACAN takes various ways to socialize with the wider community, such as conducting educational forums for teachers and students online through the social media platform Youtube, website, and Instagram [18].

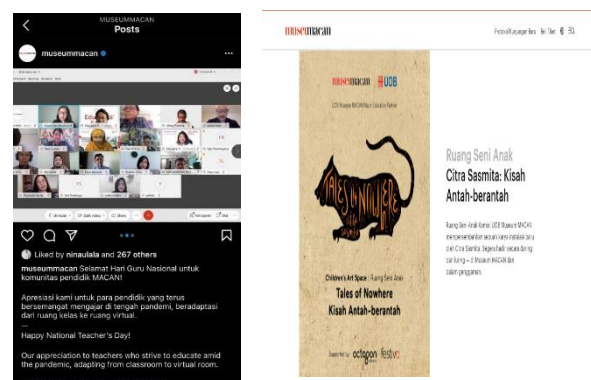


Figure 3 Online for Kids Art Space via Virtual Tour

3.5 Inform or Image

It is very important the role of marketing in a company to form a positive image of a company or organization in the eyes of the wider community so that MACAN Museum becomes an organization that has a positive image in the eyes of the public. So with this, it is hoped that more people will be aware of the Museum and many partners who want to cooperate with the MACAN Museum. To form a positive image of the wider community, Museum MACAN during the Covid-19 pandemic obeyed government regulations and had many programs running such as educational forums, discussion forums with artists, online and offline exhibitions and many others [19].

MACAN Museum socializes with the wider community by holding a MACAN Education program by providing education to students from kindergarten to university students and the MACAN education community consisting of teachers and artists. By conducting an educational forum provided by Museum MACAN for students guided by experts in the field [3].

3.6 Lobbying and Negotiating

A Public Relations must have extensive relations and have expertise in lobbying and negotiating in this case will be an added value for a Public Relations in a company or organization. In its implementation, MACAN Museum Public Relations conducts lobbying during certain activities. Museum MACAN establishes good communication with many partners and the media so that Museum MACAN conducts lobbying with media partners, ticketing partners, and partners with a barter system that is mutually beneficial to one another (win-win solution) [20].

3.7 Social Responsibility

Social Responsibility is the concern of a company or organization to the community which is reflected in the form of corporate or organizational responsibility to the community for free. MACAN Museum is more focused on doing social responsibility in the field of art education where they provide art education forums for various groups and place a professional in the field [21].

4. THREE WAYS STRATEGY IN MARKETING PUBLIC RELATIONS

Three ways strategy is a new approach in marketing public relations that combines traditional marketing strategies and mega-marketing dimensions that require communication with parts that are not part of traditional marketing, namely *pull strategy*; *push strategy*; and *pass strategies* [11], [13].

4.1 Pull Strategy

A Public Relations has the potential to apply a tactic to attract public attention in various ways in order to achieve company goals and increase sales of both goods and services. The pull strategy carried out by the MACAN Museum is to collaborate with various partnerships to publicize the MACAN museum that it is operational again and can be visited with the applicable health protocols [22].

4.2 Push Strategy

Push Strategy serves to stimulate consumers to buy products, so a variety of services that attract benefits, prizes, and so on. Efforts to apply encouraging or stimulating tactics increase the number of visitors so as to increase profits for the company. Push strategies can take the form of advertising and sales promotions. The *push strategy* carried out by the MACAN museum is to discount prices during holidays and for weekends by 30% and weekends by 10% [23].

4.3 Pass Strategy

Pass strategy is an effort to influence or create favorable public opinion through various activities, participation in socially responsible social activities and concern for problems related to conditions and the environment. The *push strategy* carried out by the MACAN museum is by providing offline and online art education [16].

5. CONCLUSION

The strategy taken by the MACAN Museum to retain visitors during the Covid-19 pandemic is to use Marketing Public Relations by actively publishing through social media on various platforms such as Instagram, Facebook, Twitter, YouTube, Spotify, news letters, and using ads on the Instagram social media platform. because Instagram is the most followed by the public. There are many programs run by Macan MACAN such as the "Arisan Karya" program, in collaboration with media partners to inform that the museum can be visited again. To expand social relations with the MACAN Museum community, establish good communication so that they can collaborate with media partners, ticketing partners, and partners with a barter system that is mutually beneficial to one another (win-win solution). With the Covid-19 pandemic, Museum MACAN continues to carry out offline and online programs, it turns out that with the online program, Indonesian people from various regions are very appreciative of joining the program offered by Museum MACAN, so this is very helpful for Museum MACAN to be known throughout Indonesia. and the whole world. In addition, in terms of Social Responsibility, the MACAN museum is very concerned in the field of education where they provide educational facilities to teachers, students, and students who really want to learn about art, here MACAN Museum provides

extraordinary facilities where they place a professional in their field to assist and guide.

ACKNOWLEDGMENTS

This research was financially supported by University of Prof. Dr. Meostopo (Beragama), Departement of Communication Program, Jakarta, Indonesia. We also thank the MACAN Museum's Head of Communications for assisting in obtaining research data.

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