The Roles of Instagram in Building Tourist Destination Image of Tumurun Museum, Museum Keris Nusantara and Wayang Orang Sriwedari

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Abstract
Social media has been recognized as an effective method for digital marketing development. However, it remains underexploited and not well understood in many countries, including Indonesia. Instagram, one of the most popular social media platforms in the digital era, allows users to share photos and videos, serving not only personal interests but also business purposes. This study examines how Instagram influences the tourism industry by shaping the image and increasing public awareness of tourist destinations in Surakarta City. The study specifically analyzes the Instagram accounts of Tumurun Museum, Museum Keris Nusantara, and Wayang Orang Sriwedari to understand how these platforms contribute to building a destination's image. Using a descriptive qualitative approach with content analysis, the study involved observation, documentation, and literature review. The findings indicate that Instagram effectively builds image and public awareness, with consistency and the completeness of information being critical factors. Among the accounts studied, Wayang Orang Sriwedari was the most active and consistent in providing updated information, followed by Museum Keris Nusantara and Tumurun Museum. This study offers valuable insights into leveraging Instagram for promoting tourist destinations in Surakarta City.
Keywords: Instagram, Tourist Destination Image, Tumurun Museum, Museum Keris Nusantara, Wayang Orang Sriwedari

Introduction

The development of digital information technology has an impact on communication media development. Varieties of social media emerge to fulfill the communication needs in the digital era. Currently, social media does not only function for digital communication media but also for several purposes and interests. Several Instagram functions are as follows: marketing and branding media, a space for artists and creators to publish their works, education and knowledge facility, a medium of communication in society, tourism promotion, and many more (Salvador-Almela 2023). One of the necessary aspects of sustainable tourism is the accuracy of promotion activities. In this case, marketing communication can be used as a supporting tool in promotion. Digital marketing activities have become popular lately. In terms of cost, digital marketing activities tend to be more affordable compared to conventional marketing. Every brand currently has a social media account to share information, build interaction, and communicate with its customers (Al-Shami et al. 2021). Social media has been recognized as an important tool for developing digital marketing through commercializing tourism activities that attract tourists to the icons and attributes of a destination (Xie-Carson, Benckendorff, and Hughes 2023). In some way, destination image is based on this and the social media content reproduces and enhances these features (Al-Shami et al. 2021; de las Heras-Pedrosa et al. 2020). Tourist destinations are no exception. Even though, social media has been recognized as an effective development tool for promoting tourism destination, it has not well exploited in many developing countries such as in Indonesia. In addition, many studies have explored the effect of social media in marketing promotion. Yet, most of the past studies tended to describe the social media from general perspective rather than specifying the social media channel. This leaded to leave a gap that needs further studies, especially in Indonesian context. Therefore, this study aims to evaluate the effectiveness of Instagram utilization as media for tourist destination managers in forming a positive image and creating community awareness about the tourist destination through content featured on the tourist destination's official Instagram account. This research also examines how the visual communication design elements are implemented by tourist destinations' Instagram account managers to contribute to image building and public awareness about those tourist destinations in Surakarta City. The main reason for selecting Surakarta City, is because it is well known as Solo City, is rich in Javanese cultural heritage (Ramdhon, Nugroho, and Sujito 2020). Surakarta features a number of historical tourist destinations. Javanese traditional culture is still quite strong in Surakarta. Surakarta has a tourism mission as a cultural and recreation tourism. It is currently being developed as a tourist destination that focuses on historical, religious, cultural and traditional tourism (Soebiyan, Bobby Saragih, and Wondoamiseno 2020). This is one of the aspects which contribute to the abundance of cultural and historical tourist destinations in Surakarta.

Literature Review

Surakarta or Solo City has quite good tourism potential. Solo has cultural heritage such as traditions, architecture, traditional food, art and music. The cultural city can be used as branding for the City of Surakarta (Solo) to become the basic capital for developing a culture-based tourism sector (Lucky 2020). The tourism sector is able to make a major contribution to the economy of tourist destination areas so that the economic wheels turn in line with industrial activities that drive regional economic sectors (Rachmadi and Demartoto 2020). Quoted from statistical data on the tourismsolo.surakarta.go.id website, data on visits by foreign tourists and domestic tourists to the city of Surakarta shows quite an increase. In

2022, statistical data on tourist visits in the city of Surakarta shows a total of 2,530,805 with details of 9,348 foreign tourists and 2,521,457 domestic tourists. Meanwhile, in 2023, data on tourist visits in Surakarta will increase so that the accumulated total number of tourist visits is 4,896,426 as of November 2023. From this data, there are 20,748 foreign tourist visits and 4,875,678 domestic tourist visits.

Kunjungan Wisatawan Kota Surakarta Per Bulan November Tahun 2023

BULAN	WISMAN	WISNUS
JANUARI	1.101	164.735
FEBRUARI	1.039	198.036
MARET	1.288	512.772
APRIL	997	658.769
MEI	1.971	469.387
JUNI	2.054	610.161
JULI	2.502	577.066
AGUSTUS	3.066	442.376
SEPTEMBER	2.745	466.253
OKTOBER	1.964	418.642
NOVEMBER	2.021	357.479
DESEMBER		
JUMLAH	20.748	4.875.678
TOTAL WISATAWAN	4.896.426	

Figure 1. Data on tourist visit in November 2023
Source: Surakarta City Government Culture and Tourism Service

Instagram as an Information Media
Instagram has become a popular social media platform for conveying information. Content uploaded in visual and audiovisual form makes it easier for someone to understand information. Visual and audio-visual content of short duration is a consideration in obtaining short, concise and clear information. Globally, the latest data on Instagram users in Indonesia in April 2023 ranks fourth in the world with 106 million users (Annur 2023). Instagram social media offers a variety of needed information. According to Sasmita, apart from books, Instagram can also be used as a source of information (Wiranata and Hasanudin 2023).According to interviews conducted by Tine Silvana and Merryam Agustine in 2021, according to the results of interviews conducted with several informants, the social media that are often visited to get information are Instagram, YouTube and Twitter (X) (Rachmawati and Agustine 2021). In this case, Instagram is considered capable of providing a general and fairly complete explanation of the information needed.

Instagram and Tourism in Solo
Instagram is a social media platform that is quite popular and has many users. Currently, many industrial sectors and government agencies use Instagram as a medium to convey messages to the public. The form of the message uploaded is content in audio visual form with additional information in the description in the form of a text message in the "caption" feature. From the information research carried out, there are many tourist locations in the city of Solo. Various tourist destinations can be found in the city of Solo. Starting from historical tourism, culinary tourism, shopping tourism, religious tourism, arts and cultural tourism, educational tourism and family tourism. Almost every tourist destination in Solo has an official Instagram account as a medium for conveying messages. Research conducted by

Rashda Bintang Muhammad and Zarra Audina in 2022 shows that the Tourism Office's Instagram posts are enough to attract the attention of tourists to visit Surakarta (Solo City). Tourists are quite influenced by the photo, video and IGTV content uploaded by the Tourism Department's Instagram account, making the city of Solo or Surakarta a travel destination for tourists (Muhammad and Zarra 2022). Destination image is the belief/knowledge about a destination and what tourists feel while traveling (Ester, Syarifah, and ZA Zainurossalamia Saida 2020). Instagram has a big role in building the image of tourist destinations. Content in the form of images, photos and videos can influence people's perceptions of tourist destinations. Instagram has the potential to provide valuable insight into people's perceptions of tourist destinations and how this platform influences audience perceptions.

Methodology

The study employed a descriptive qualitative approach, which focuses on understanding the characteristics and patterns of social phenomena through detailed observation and interpretation. Specifically, content analysis was used to systematically analyze the visual and textual content shared on the selected Instagram accounts. This method allowed for an in-depth examination of how these accounts convey information, build image, and engage with the audience. Data collection involved three key methods: observation, where the researchers closely monitored the activity and posts on the Instagram accounts over a period of time; documentation, which included gathering and analyzing relevant posts, comments, and interactions on the platform; and literature review, where existing studies and theories related to digital marketing, social media, and tourism were reviewed to contextualize the findings. This combination of methods provided a comprehensive understanding of the role Instagram plays in shaping public perception and awareness of tourist destinations in Surakarta City.
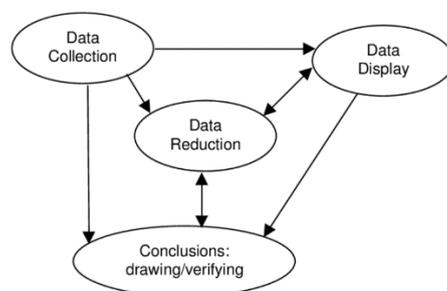

Figure 2. Data analysis process by Huberman and Miles

The data analysis process is carried out using the Miles and Huberman interactive model by reducing data, presenting the data, and verifying the data to draw a conclusion (Haryoko, Bahartiar, and Arwadi 2020). This research is conducted to understand how the content posted on Instagram accounts of tourist destinations in Surakarta builds community awareness and destination image. The steps of this research are as follows:

1. Data are taken by selecting three Instagram accounts representing Surakarta tourist destinations based on popularity and content variety. The three accounts include Tumurun Museum, Museum Keris Nusantara, and Wayang Orang Sriwedari. This tourist destination was chosen because it represents the categories of historical and cultural heritage, arts and traditional performing arts.
2. Data is collected by saving the contents posted by three Instagram accounts starting from September 1st, 2023 to November 30th, 2023. The timing of data collection was

determined due to considering the newness of the data uploaded before the research was carried out.

3. The collected data is then sorted based on content type categories for analysis. Having collected data, data is analyzed in a qualitative method using a content analysis approach to identify information and the visual elements of the content. Content analysis is employed to identify the variable of visual content elements and information by each destination account.
4. The data analysis is conducted to determine the results and conclusion.

Based on data obtained from Instagram feeds of each tourist destination, the content types are categorized or classified into three categories. This categorization enables the observation toward data sampling to be analyzed. Three categories of content types are Single post, multi post, and Reel Videos.

Good visual content is content that can communicate information visually, correctly, and interestingly. There are five elements of visual communication design as the reference for visual content making (Firdaus Haidar 2021) . These elements become the variable in data analysis.

Visual Content Variable		
No	Visual Content	Description
1.	Typography	Identification of typography type usage based on font structure
2.	Illustration/ Photography	Identification of illustration/ photography
3.	Color	Identification of color based on design element
4.	Layout	Identification of text and visual element layout
5.	Logo	Identification of logo repetition in a content

Figure 3. Table of Visual Content Variable

Meanwhile, to analyze whether the Instagram accounts have featured complete and clear information, analysis is conducted by observing the completeness of information filled in profile detail by the tourist destination manager. Those information completeness elements are classified based on the following table.

Figure 4. Elements of Profile Information Source: Researcher

Results/Findings, Discussion

Data is compiled from each Instagram account of a tourist destination on September 1st, 2023 until November 30th, 2023. Data is classified into several categories based on upload timing, content type, and information conveyed both in caption and visual (photo or illustration). Analysis is conducted to understand how information featured through a content posted on Instagram emerges an awareness in society and analysis on consistency in building tourist destination image (Hanindharputri, Ariesta, and Utami 2022).

Figure 5. Instagram Feed Comparison

Above images are data captured from the Instagram account of Tumurun Museum, Museum Keris Nusantara, and Wayang Orang Sriwedari. Those data are used to analyze the aspects of visual and information on the captions. This research is conducted to understand how the contents posted on Instagram accounts of tourist destinations in Surakarta form an awareness and represent destination image. Data is compiled from each Instagram account of tourist destinations. Observation begins by observing the description arrangement on bio containing information that represents a brand, institution, detail location, or organization. Data obtained from observation on detailed information on Instagram accounts of tourist destinations are as follows.

Comparison of Tourist Destination Social Media Accounts							
Tumurun Museum			Musem Keris Nusantara			Wayang Orang Sriwedari	
Observation on Profile Information							
Picture		✓	Picture		✓	Picture	✓
Name		✓	Name		✓	Name	✓
Username		✓	Username		✓	Username	✓
Bio		✓	Bio		✓	Bio	✓
Link		✓	Link		✓	Link	✓
Category		✓	Category		✓	Category	✓
Contact	Email	✓	Contact	Email	✓	Contact	Email	✓
	Phone	✓		Phone	-		Phone	✓

Figure 6. Elements of Profile Information
Source : Researcher

Instagram can be an Effective Information Medium for Tourist Destinations
Instagram is currently the right digital media to convey information to the wider community. Not only on a national scale, but also on an international scale because it is supported by internet technology which allows information to be accessed anywhere and at any time. This can be optimized for tourist destination managers in disseminating information related to the tourist destinations they manage. As is done by the management of Museum Keris Nusantara, Tumurun Museum, and Wayang Orang Sriwedari performing arts. Through this channel, Indonesian culture, history and traditional art are introduced throughout the world. Not only information in the form of content, detailed information on Instagram profiles and caption descriptions can make it easier for people to find important information about tourist destinations.

Instagram can be Used as an Information Medium to Build the Image of a Tourist Destination
Photos, videos and testimonials uploaded via Instagram can influence a person's perception of the tourist destination. Through Instagram, users can see interesting pictures, interiors of tourist destinations, exciting activities, and so on. This can be an inspiration and attraction for users to visit this tourist destination. Such as the Museum Keris Nusantara, Tumurun Museum, and Wayang Orang Sriwedari performing arts which are active in packaging content by presenting photos and video documentation as information for the public on all matters related to these tourist destinations.

Wayang Orang Sriwedari is the Tourist Destination Account that is most Active in Updating Information
From the three social media accounts observed, it was concluded that from September to November 2023, the Instagram account that updated the most information was the Wayang Orang Sriwedari performing arts with a total of 87 content uploads. Meanwhile, data for that month shows 44 contents uploaded by the Museum Keris Nusantara and 24 contents by the Tumurun Museum. Detailed, clear and updated information can be a reference for the public when looking for information to plan an agenda for visiting tourist destinations.

Discussion
From this research, it can be concluded that Museum Keris Nusantara, Tumurun Museum, and Wayang Orang Sriwedari are active in using Instagram as an information media. Every feature on Instagram has been well optimized to provide important information. This is a strategy carried out in the digital era to providing detailed information to the public about tourist destinations, which is in line with study by (Siyamiyan Gorji, Almeida-García, and Mercadé Melé 2023). By providing detailed and interesting information, tourist destination Instagram accounts can increase public awareness of the destination, as well as provide a strong virtual experience that attracts interest in visiting and exploring further experiences at the destination. The results affirmed the study conducted by (Bastrygina et al. 2024), highlighting the impact of Instagram content on both brand loyalty and awareness, and how it shapes audience behaviors in terms of observation and engagement.

Museum Keris Nusantara, Tumurun Museum, and Wayang Orang Sriwedari are consistent in their design themes and various elements used in the visual design of their content. Visual content is an important aspect to pay attention to in branding activities and to strengthen identity. Image refers to people's perceptions and impressions of a brand, product, or

organization. Meanwhile, branding is a strategy to build that image from the consumer's perspective. Branding encompasses all aspects including logo, design, message, brand values, and consumer experience. A good image enables a brand to be recognized and remembered by public. In this case, Wayang Orang Sriwedari has interesting photos from the show documentation, Tumurun museum has a simple but consistent design theme, and Museum Keris Nusantara is consistent with the design theme used.

Theoretical Contribution

Instagram emerges as a pivotal information dissemination tool for tourist destinations, particularly in developing countries like Indonesia, where access to traditional media may be limited. The widespread adoption of Instagram, as evidenced by its popularity among 106 million users in Indonesia, underscores its potential as a platform for promoting cultural heritage and tourism offerings on a global scale. This highlights the significance of leveraging digital platforms to bridge informational gaps and showcase unique cultural identities from developing regions. In addition, the utilization of Instagram as an information medium holds immense potential in shaping perceptions of tourist destinations, particularly in developing countries where image-building and branding efforts are crucial for attracting tourism revenue. The proactive engagement of tourist destinations in Indonesia, such as Museum Keris Nusantara, Tumurun Museum, and Wayang Orang Sriwedari, exemplifies how strategic content dissemination can cultivate interest and intrigue among potential visitors, thus stimulating tourism growth and economic development in these regions.

Practical Contribution

The research underscores the practical utility of Instagram as a cost-effective and accessible platform for tourist destinations in developing countries to amplify their visibility and reach a global audience. By capitalizing on Instagram's features and functionalities, destinations like Museum Keris Nusantara, Tumurun Museum, and Wayang Orang Sriwedari demonstrate how developing countries can harness digital technologies to overcome resource constraints and effectively promote their cultural assets to a diverse audience. In addition, maintaining consistency in design themes and visual content on Instagram enables tourist destinations in developing countries to establish and reinforce their brand identity, thereby enhancing recognition and differentiation in the competitive tourism landscape. The strategic use of captivating visuals by Wayang Orang Sriwedari, Tumurun Museum, and Museum Keris Nusantara exemplifies how developing countries can leverage Instagram to cultivate a compelling destination image that resonates with global travelers, ultimately driving visitor arrivals and socioeconomic benefits to local communities.

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