

Conference Paper

Digital Tourism as a Digital Marketing Strategy for Blockbuster Museum Surabaya Tourism Destinations

Yudiana Indriastuti*, Diana Amalian, Siska Armawati Sufa

Research Center, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya 60294, Indonesia

*Corresponding author:

E-mail:

yudiana_indriastuti.ilkom@upnjatim.ac.id

ABSTRACT

The Covid-19 pandemic has had a huge impact on the tourism world. Tourism Industry Managers and Management are starting to shift marketing from offline to digital. One of them is the Surabaya Blockbuster Museum. The Blockbuster Museum is a tourist museum with the theme of toy collections of blockbuster movie characters, such as Captain America, Iron Man, Game of Thrones, Superman, Marvel, Star Wars, Disney, Harry Potter, several horror movie characters, Titanic, and many more. This study wants to find out more about the strategies implemented by the Blockbuster Museum in attracting tourist visits through digital marketing. This study uses a qualitative-descriptive type of research. The technique used in this research is In-depth Interview, Literature Study, Documentation, and Observation. Based on the results of the discussion, it can be concluded that the Surabaya Blockbuster Museum Manager utilizes marketing through digital media because it is considered efficient in reducing the promotional budget. MBS uses social media, Online Travel Agents (OTA), Influencers, Communities, and Local Toy Manufacturers. The social media used are Instagram, Facebook and Youtube, but the manager optimizes the use of Instagram more than other social media, one of the strategies carried out is by utilizing IG Ads to capture a wider target market. In addition, MBS also the manager also uses influencer services to attract the number of visitors from influencer followers, namely Merlianny Effendi (merli_sansan account), Asli Arek Suroboyo (originalareksuroboyo account) and Kuliner Nglencer (culinary_nglencer account). The management also conducts marketing through events by cooperating with the Infis Community (Independet Film Surabaya) and the Charity Superhero Community. Local toy manufacturers are also partners who are partnered by MBS management to hold joint exhibitions, the museum provides an exhibition space, while partners market local toy products at MBS, such as GGNW Toys and Dolanan Keren. The managing party utilizes various types of digital marketing and makes interesting event activities to be able to attract more tourist visits to the museum.

Keywords: Blockbuster Museum, Social media, online travel agent, influencer

Introduction

The Surabaya city government with a budget of 10.4 trillion has programs with priorities in the tourism sector and the creative economy, micro-enterprises, trade, labor, and food security sectors. Surabaya, which is known as the City of Heroes, which holds a lot of history, has tourist destinations that have their charm, in addition to historical buildings, museums become reliable tourist destinations.

Museums are defined as “places and buildings that contain works of art and science or forms used for arts and sciences that are protected and allowed to be displayed publicly. Museums are

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places of many tourist destinations in Indonesia that have high historical value and are places where we can find various historical objects that are tens or even centuries old (Irdana & Kumara-warman 2018).

Museums are often referred to as a place to store objects that are preserved in their originality and provide space for visitors to reminisce. The Blockbuster Museum is the only largest museum in Southeast Asia that houses around 3.000 action figures realized in diorama model kits and realistic scenery. Action figures in this museum are exhibited in the form of dioramas and cut scenes from various types of superhero films in a display area of 1,000 m². Not many people know about the museum, this is due to the lack of optimal tourism promotion activities carried out by the manager and the location of destinations that are not known to the public. The lack of museum tourism promotion activities also results in low tourist visits compared to other tourist attractions in the city of Surabaya. Digital tourism is one of the strategies that can be used to promote tourism and creative economy products through technology-based or digital platforms. Within the field of tourism, digital marketing is considered the foremost appealing and developing quickly globally (Chen & Lin, 2019). Through this movement, the creative and creative sector will have a wider space to carry out various innovations. Therefore, this sector must be able to adapt to the rapid pace of digitization. The birth of various digital platforms has grown into an opportunity that can be optimized for its role in encouraging the progress of the national tourism sector.

Even after the Covid pandemic, many have turned to digital marketing. This is the background of researchers wanting to know more about the strategy of the block maker museum in implementing digital marketing.

Material and Methods

The method used in this study is a descriptive approach. In this method, the writer collects data and then analyzes it critically by drawing conclusions based on the facts at the time of the research. The descriptive approach has the aim of systematically and accurately describing the facts, characteristics, and relationships between the phenomena under investigation. Determination of informants is done by purposive sampling where the sampling is done intentionally by the sample requirements that have been determined by the researcher. The purposive sampling technique includes people who are selected based on certain criteria made by researchers based on research objectives.

Based on the purposive sampling technique, the researchers categorize them as key and additional informants. The main key informant is the Blockbuster Museum Manager to find out digital marketing communication strategies to promote tourist destinations. In addition to key informants, there are additional informants, namely visitors to the Blockbuster museum. Data collection techniques that will be carried out in this research are:

In-depth Interview (in-depth interview) An in-depth interview is a process of obtaining information to achieve research objectives using question and answer between interviewers and informants who use interview guidelines and are focused on the unit of analysis to be studied.

Results and Discussion

From the results of research conducted by researchers, it was found that the marketing carried out by the Blockbuster Museum was carried out through.

Social Media (Instagram, Facebook, Youtube)

Instagram

The Blockbuster Museum Surabaya has an Instagram account with the @blockbustermuseumsurabaya account, the number of followers who follow MBS's Instagram is 5,067 followers and the number of posts is 661 posts. Social media is exceptionally imperative in online showcasing, so companies and people make accounts to draw in clients and create commerce opportunities (Chen & Lin, 2019). Researchers see that MBS is more focused on using Instagram than other social

media in promoting the museum to users. This is because Instagram has many advantages when compared to other social media. Liu et al. (2019) states that social media can impact travel choices since it is considered a critical source of data for tourists. The museum usually has discussions with the team in compiling content material before posting it to Instagram. However, the limited number of human resources makes it difficult for them to compose content. One of their strategies is to involve visitors to create interesting content and photos when visiting MBS. The manager holds photo and video contests to attract several visits to MBS, besides that the manager feels helped by the content creation by contest participants, so the manager will post the best photos or videos on social media, on the other hand indirectly contest participants also disseminate information about MBS through photos or videos that they upload to contest participants' social media, thereby increasing the reach of social media users, especially Instagram. However, not every month the manager holds photo and video contests, so the manager does not have a specific schedule for creating content or uploading content to social media. they focus more on compiling content when an event is held at MBS.

Limited human resources make managers post when there are certain events, or there are promo programs from Online Travel Agent partners that they post to social media. In fact, by posting regularly, MBS can be better known to the public.

The manager does not use the services of other parties to create content, this is due to the limited marketing budget and the management considers it to be less effective, thus maximizing existing human resources.

MBS also utilizes IG advertising or better known as IGads to increase the reach of the target market.

Facebook

Based on the observations of researchers on MBS's Facebook account, the manager rarely updates photos or content on his Facebook account. The interaction between the manager and the followers on their Facebook accounts is also still lacking. MBS parties are not too focused on using Facebook accounts as a means of promotion, they prefer Instagram as the main promotional tool in introducing MBS to the public.

Youtube

MBS's Youtube account has a total of 1,226 views with a total of 43 subscribers. Due to the lack of viewers and subscribers, the interest of youtube users in accessing MBS's youtube account is still very low. The manager needs to think of a strategy to increase the number of viewers and subscribers. When observing, the food court, which is still under the same management as MBS, promoted to increase the number of subscribers on their youtube account by providing free iced tea or hot tea for buyers who subscribed to their youtube account, the management should also implement the same thing to visitors to the Blockbuster Museum, such as giving free drinks to MBS with a note that visitors must subscribe to MBS's youtube account.

Based on the manager's explanation from the interview, the interest of visitors to buy tickets through the JD.ID application is still lacking, other than because the brand of the application is still not widely known by the public, and also because the discounts offered are less attractive because they are only valid on certain days. Although MBS also provided the applicator link in MBS's Instagram bio.

Shopee

Shopee always does promos to attract more users. So far, people are very familiar with this application. Shopee, which has been known as an online shopping center for all daily needs the day began to penetrate tourist tickets. This is seen as an opportunity for MBS managers to be better known by the wider community. Quoted from Kompas.com regarding Ipsos research data re-

garding competition in the e-commerce industry in Indonesia at the end of 2021 shows that Shopee is in first position with the number of daily active visitors of 33.7 million visitors in December 2021 (Kompas, 2022).

Visitors are very familiar with the Shopee application, but they don't know much that the application also sells tourist tickets. The MBS manager promotes the application through his Instagram account, especially the promos offered. When there are many promos offered by Shopee, the number of tourists who buy tickets through the application is increasing. The MBS management also puts a Shopee pay barcode at the museum entrance ticket counter, so that visitors who come to the museum can get a special discount by paying for tickets through the Shopee pay application, up to 30% of the normal entrance ticket price.

Goers

Goers is an original Indonesian application that focuses on selling tourist tickets and event tickets. The events offered by this application are very diverse, such as music concert events, art exhibitions, family events, culinary festivals, shopping events, and sporting events to holiday nights. This application can be downloaded through the Apps Store and Play Store since 2015.

One of the promotional programs that MBS has worked on with Goers is Pak Mamat. Pak Mamat is an abbreviation of the Save Thursday Package, where specifically on Thursday visitors can enjoy an entrance ticket to MBS for IDR. 30.000, valid for adults and children.

Marketing using influencer endorsement services

Museums use the services of influencers to attract visitors. Tabellion and Esch (2019) said that Influencers showcase bargains with compelling people advancing brands and items on social media, either in participation with a company or not. This is because now influencer services to attract visitors are considered faster. After all, they have many followers, and also if the post, they make goes viral, more users will visit the Blockbuster Museum. Based on the most recent promoting patterns, influencers are evaluated as word-of-mouth intermediaries (Copra et al., 2021). In the digital era, consumers consider the opinions of the influencers they follow on social media. Influencers have an important role in influencing consumer behavior to purchase a product. Consumer trust in the products promoted by their favorite influencers is the most important factor in the context of social media marketing through influencers because consumers will decide whether the product or brand is acceptable or not (Kim & Kim, 2022). Influencers must be able to persuade consumers to accept the promoted product or brand. Smart Insight (Copra et al., 2021) stated that Influencer promoting centers on influencers who advance the message of the brand (company) to reach the target showcase through their supporters on social media by directing their devotees on advanced media around the brand they advance. Some of the influencers used are:

Merlianny Effendi (merli_sansan account)

The Blockbuster Museum uses the services of influencer merli_sansan, an influencer with the full name Merlianny Effendi has 38,600 followers.

Influencers always arrange interesting captures so that followers are curious and want to visit MBS, the same thing was done by this influencer, before posting to coordinate with MBS regarding capture and content to be displayed.

Arek Suroboyoyo Asli (account areksuroboyoyoasli)

The Arek Suroboyoyo Asli is well-known among the citizens of Surabaya. This account with 69.700 followers has posted 4.277.

Kuliner Nglencer (account kulinernglencer)

Culinary Nglencer has 32,800 followers with 2,220 posts. At first, they contacted the museum to cover it for free, then the museum gave free admission to cover it. After the Culinary Nglencer posted to their Tiktok account, after that many visitors came to MBS, then MBS called to cover again at a very affordable cost of Rp. 50,000, and both of you, we called, the price had increased to IDR. 100.000. The number of visits from the first post is different from the time of the second and third posts. The highest number is after the first visit. This is because the followers have only seen it for the first time, for the first post, while in the second and third posts, the followers have seen the post. The strategy that can be applied is to set the posting time, not close together, to simply give memory to influencer followers, and the content created is also inserted with the ticket promotion program to make it more attractive to followers.

Marketing through Events in collaboration with the Community Independent Film Surabaya (Infis)

Infis is an Independent Film Surabaya established in 2000. The Blockbuster Museum collaborates with Infis to hold a gathering at the museum. Infis also cooperates with the Surabaya Education Office, so that when holding activities at SBM, schools will send 2 representatives from each school to attend a gathering held by Infis. Infis wants to provide education about films, and assist in making short films. This activity is also supported by MBS by providing space in the museum to be used for exhibitions and gatherings, school children will also see museum collections and action figures from films that are very familiar to children. In addition to introducing SBM more to school children, as well as a means of word-of-mouth promotion through student representatives, they will disseminate information about SBM to their friends at school, so that they can attract students at their school to visit SBM.

Charity superhero community

The Charity Superhero Community is a social community that routinely conducts fundraising and social activities using superhero costumes or various cosplays.

Marketing through Cooperation with Other Parties (Local Toy Manufacturers)

GGNW Toys

Good Guys Never Win Toy Co is one of the domestic toy artisans. GGNW Toys also produces local ghost action figure toys.

Dolanan Keren

Dolanan Keren is a toy manufacturer from Indonesia that produces action figures for local heroes, such as Gundala and Gatotkaca.

Management

Budget

Based on the results of interviews, MBS does not yet have a budget plan for marketing activities. So far, management provides marketing budgets if MBS managers submit proposals for event activities or budgets for influencers or IG ads.

However, not all events submitted by the manager are approved by management, the management will select a proposal for the event, if it is interesting and considered to have the potential to bring tourist visits to MBS, it will be approved, but there are events that were held the previous year which were less successful and were submitted again this year will definitely be rejected, because the management also has an evaluation.

- evaluation before approving events that have been held the previous year.

Human resources

The number of human resources at MBS is still limited, thus delaying the preparation of content for promotion. The manager has 2 people, namely Febri and Maye, who are tasked with conducting promotions, arranging event activities, managing event activities, as well as being tour guides when there are tourist visits. This is certainly the main obstacle in marketing problems being out of focus, because they are doing many tasks at the same time, so that when there is an event, the content preparation activities that have been done are delayed until the event is over.

The constraints of limited human resources have made them unable to optimally manage social media accounts, so they have not been consistent in posting or compiling content to be posted to social media.

Conclusion

Based on the results of the discussion, it can be concluded that the MBS Manager utilizes marketing through digital media because it is considered efficient in reducing the promotion budget. MBS uses social media such as Instagram, Facebook, and Youtube, but they focus more on marketing on Instagram, they also use IG Ads to reach a wider target market. In addition, MBS also utilizes Online Travel Agents (OTA) to sell entrance tickets to Museum Block Busters, Museum Block Busters managers also use influencer services to attract loyal followers from influencers, the influencers used by Museum Block Busters so far are Merlianny Effendi (merli_sansan account), Asli Arek Suroboyo (originalareksuroboyo account) and Kuliner Nglencer (culinary_nglencer account). In attracting tourist visits to Museum Block Busters, the management also conducts marketing through events by cooperating with the Infis Community (Independent Film Surabaya) and the Charity Superhero Community. Local toy manufacturers are also partners who are partnered by MBS management to hold joint exhibitions, the museum provides an exhibition space, while partners market local toy products at MBS, such as GGNW Toys and Dolanan Keren.

So far, management does not have a budget plan for marketing, so marketing is done incidentally, while one of the obstacles in marketing is limited human resources.

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