

**MEMBENTUK KARAKTER MUSEUM DI ERA DIGITAL:
ANALISIS STRATEGI *SOCIAL MEDIA MARKETING*
DALAM MEMPERKUAT *PERSONALITY BRAND* MUSEUM GEOLOGI
SEBAGAI *SMART MUSEUM***

SKRIPSI

**Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana
Pariwisata Pada Program Studi Manajemen Pemasaran Pariwisata**



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FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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LEMBAR PENGESAHAN

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SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Membentuk Karakter Museum di Era Digital: Analisis Strategi *Social Media Marketing* Dalam Memperkuat *Personality Brand* Museum Geologi Sebagai *Smart Museum***” ini beserta seluruh isinya adalah benar karya penulis sendiri. Penulis tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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Yang Membuat Pernyataan,



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ABSTRAK

Pada era digital, *social media marketing* (SMM) menjadi strategi utama dalam membentuk *personality brand* dan menjangkau audiens secara luas, termasuk pada sektor edukasi seperti museum. SMM memungkinkan institusi membangun hubungan interaktif dan memperkuat daya tarik melalui ruang digital. Penelitian ini bertujuan untuk menganalisis strategi *social media marketing* yang digunakan Museum Geologi dalam memperkuat *personality brand* sebagai *smart museum*, serta menganalisis perspektif wisatawan terhadap strategi tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui *in-depth interview* dan *semi-structured interview* terhadap 3 pengelola Museum Geologi dan 21 wisatawan, serta observasi melalui media sosial. Hasil penelitian menunjukkan bahwa Museum Geologi telah berhasil menggunakan berbagai *platform* yang dinilai “*mainstream*” sebagai salah satu strategi yang digunakan dalam strategi *social media marketing* dengan memperhatikan karakteristik dari setiap *platform* serta segmentasi audiens. Konsistensi dan keteraturan dalam publikasi konten juga menjadi fokus penting. Konten yang diunggah oleh Museum Geologi tidak hanya memberikan informasi secara umum, tetapi juga edukatif sesuai dengan tren digital saat ini. Museum Geologi memanfaatkan berbagai fitur pada media sosial yang digunakan seperti *feeds*, *reels*, *story*, *direct message*, *caption*, *hashtag*, *bio*, audio atau *music*, bahkan kolaborasi dengan pengunjung. Temuan lain menunjukkan bahwa informasi yang disampaikan oleh Museum Geologi diterima dengan baik oleh wisatawan, dinilai informatif, edukatif, serta mencerminkan karakter yang modern dan adaptif terhadap teknologi. Hal ini membentuk persepsi Museum Geologi sebagai *smart museum* dan menegaskan keberhasilan strategi *social media marketing* dalam memperkuat *personality brand* melalui media sosial.

Kata Kunci: Strategi *Social Media Marketing*, *Personality Brand*, *Smart Museum*, Museum

ABSTRACT

In the digital era, social media marketing (SMM) has become a key strategy in shaping personality brands and reaching wider audiences, including in the educational sector such as museums. SMM enables institutions to build interactive relationships and enhance appeal through digital platforms. This study aims to analyze the social media marketing strategies employed by the Museum Geologi in strengthening its personality brand as a smart museum, as well as to explore visitor perspectives on these strategies. This research uses a qualitative approach with a case study method. Data were collected through in-depth and semi-structured interviews with 3 museum management team and 21 visitors, supported by social media observations. The results show that the Museum Geologi has successfully utilized various mainstream platforms as part of its SMM strategy by adapting to each platform's characteristics and audience segmentation. Content consistency and regularity are also emphasized. The content shared by the Geological Museum is not only informative but also educational and aligned with current digital trends. The museum maximizes various social media features such as feeds, reels, stories, direct messages, captions, hashtags, bios, audio or music, and even collaborations with visitors. Further findings indicate that the information shared by the museum is well-received by visitors perceived as informative, educational, modern, and technologically adaptive. This has fostered the perception of the Museum Geologi as a smart museum and highlights the effectiveness of social media marketing in strengthening its personality brand.

Keywords: Social Media Marketing Strategy, Personality Brand, Smart Museum, Museum

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DAFTAR ISI

LEMBAR HAK CIPTA	i
LEMBAR PENGESAHAN	ii
SURAT PERNYATAAN	iii
ABSTRAK	iv
<i>ABSTRACT</i>	v
KATA PENGANTAR.....	vi
HALAMAN UCAPAN TERIMA KASIH	vii
DAFTAR ISI.....	ix
DAFTAR TABEL	xii
DAFTAR GAMBAR	xiii
DAFTAR LAMPIRAN	xiv
BAB I.....	1
PENDAHULUAN.....	1
1. 1 Latar Belakang Penelitian	1
1. 2 Rumusan Masalah Penelitian	7
1. 3 Tujuan Penelitian.....	7
1. 4 Manfaat Penelitian.....	8
1.4.1 Manfaat Akademis (Teoritik).....	8
1.4.2 Manfaat Praktis (Empirik)	8
1. 5 Struktur Skripsi.....	8
BAB II	11
KAJIAN PUSTAKA.....	11
2. 1 Strategi <i>Social Media Marketing</i> di Industri Pariwisata	11
2. 2 <i>Personality Brand</i>	14
2. 3 <i>Smart Museum</i>	16
BAB III.....	20
METODE PENELITIAN	20
3. 1 Desain Penelitian	20
3. 2 Lokasi Penelitian	21
3. 3 Partisipan Penelitian	21

3. 4 Teknik Pengumpulan Data.....	23
3. 5 Etika Penelitian.....	24
3. 6 Analisis Data.....	25
3. 7 Kredibilitas	28
3. 8 Refleksi Diri	29
BAB IV	31
TEMUAN DAN PEMBAHASAN.....	31
4.1 Strategi <i>Social Media Marketing</i> yang Diterapkan Museum Geologi dalam Memperkuat <i>Personality Brand</i> Sebagai <i>Smart Museum</i>	31
4.1.1 Strategi <i>Social Media Marketing</i>	31
4.1.2 <i>Personality Brand</i> Sebagai <i>Smart Museum</i>	49
4.2 Perspektif Wisatawan Mengenai Strategi <i>Social Media Marketing</i> yang Dilakukan Museum Geologi dalam Memperkuat <i>Personality Brand</i> Sebagai <i>Smart Museum</i>	55
4.2.1 Perspektif Wisatawan Terhadap Strategi <i>Social Media Marketing</i>	55
4.2.2 Perspektif Wisatawan Terhadap <i>Personality Brand</i>	58
BAB V.....	65
SIMPULAN, IMPLIKASI, DAN REKOMENDASI	65
5.1 Kesimpulan.....	65
5.1.1 Strategi <i>Social Media Marketing</i> yang Diterapkan Museum Geologi dalam Memperkuat <i>Personality Brand</i> Sebagai <i>Smart Museum</i>	65
5.1.2 Perspektif Wisatawan Mengenai Strategi <i>Social Media Marketing</i> yang Dilakukan Museum Geologi dalam Memperkuat <i>Personality Brand</i> Sebagai <i>Smart Museum</i>	66
5.2 Kontribusi.....	67
5.3 Implikasi Praktis.....	68
5.4 Limitasi Penelitian dan Arah Penelitian Selanjutnya.....	69
DAFTAR PUSTAKA.....	70
LAMPIRAN.....	79
Lampiran 1 Surat Izin Penelitian.....	79
Lampiran 3 Informasi Terkait Penelitian.....	81
Lampiran 4 Pedoman Wawancara	83
Partisipasi dari Admin Media Sosial, Kepala Museum Geologi, dan Humas Museum Geologi	83

Lampiran 5 Pedoman Wawancara	86
Partisipan dari Wisatawan Museum Geologi	86
Lampiran 6 Formulir Persetujuan Menjadi Partisipan (<i>Informed Consent Form</i>)	88
Lampiran 7 Lembar Bimbingan	112

DAFTAR TABEL

Tabel 3. 1 Karakteristik Partisipan	22
Tabel 3. 2 Struktur Data	27

DAFTAR GAMBAR

Gambar 2. 1 Kerangka <i>Personality Brand</i>	15
Gambar 2. 2 Model <i>Smart Management</i> yang Diusulkan Untuk Museum.....	18
Gambar 4. 1 Akun Instagram	33
Gambar 4. 2 Akun TikTok.....	33
Gambar 4. 3 Akun Facebook.....	33
Gambar 4. 4 Akun YouTube.....	33
Gambar 4. 5 <i>Website</i>	33
Gambar 4. 6 WhatsApp.....	33
Gambar 4. 7 Informasi Perubahan Harga Tiket	35
Gambar 4. 8 <i>Feeds</i> Instagram	37
Gambar 4. 9 <i>Feeds</i> TikTok.....	37
Gambar 4. 10 Konten TikTok.....	38
Gambar 4. 11 Konten YouTube.....	38
Gambar 4. 12 Halaman Kegiatan di <i>Website</i>	40
Gambar 4. 13 Halaman Koleksi di <i>Website</i>	40
Gambar 4. 14 Informasi Tutup Sementara	40
Gambar 4. 15 <i>Caption</i> Instagram	42
Gambar 4. 16 <i>Caption</i> TikTok	42
Gambar 4. 17 <i>Repost Story</i> Instagram.....	43
Gambar 4. 18 Komentar Instagram.....	44
Gambar 4. 19 Komentar TikTok	44
Gambar 4. 20 DM Instagram	44
Gambar 4. 21 <i>Collab</i> Dengan Badan Geologi	45
Gambar 4. 22 <i>Collab</i> Dengan Pengunjung	45
Gambar 4. 23 <i>Insight</i> Waktu Teraktif.....	47
Gambar 4. 24 <i>Insight</i> Pengikut Instagram.....	47
Gambar 4. 25 Penggunaan <i>Hashtag Smart Museum</i>	50
Gambar 4. 26 Konten Kegiatan.....	52
Gambar 4. 27 Konten Kegiatan.....	52
Gambar 4. 28 Konten Kegiatan.....	52
Gambar 4. 29 Konten Tanya Ahli.....	53
Gambar 4. 30 Poster Kegiatan DNTM.....	54
Gambar 4. 31 Konten Kegiatan DNTM.....	54

DAFTAR LAMPIRAN

Lampiran 1 Surat Izin Penelitian.....	79
Lampiran 2 Surat Balasan Izin Penelitian.....	80
Lampiran 3 Informasi Terkait Penelitian	81
Lampiran 4 Pedoman Wawancara.....	83
Lampiran 5 Pedoman Wawancara.....	86
Lampiran 6 Formulir Persetujuan Menjadi Partisipan (<i>Informed Consent Form</i>)	88
Lampiran 7 Lembar Bimbingan	112

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