

# THE STRATEGY OF *INSTAGRAM* USE AND THE INSTALLATION OF MODERN CONTEMPORARY TOWARDS MILLENIAL GENERATION'S VISITING DECISION (CASE STUDY IN *YAYOI KUSAMA* EXHIBITION AT *MUSEUM MACAN* IN JAKARTA)

Yulianti, S.Kom., M.Hum 1<sup>\*</sup>, Yuni Deviyanti, S.E., M.E 2<sup>2</sup>

Sahid Polytechnic

## ABSTRACT

An interactive and an *instagrammable* tourism destination absolutely becomes an opportunity for the management part to invite more millennial visitors. *Museum Macan* with Contemporary Installation by *Yayoi Kusama* gets special attention from millennial generation to come and to enjoy the works. The strategy of promotion and publication of Cooper (Attraction, Access, Amenities, and Ancillary) is applied by the management party to use *Instagram*. However, it still has lack that should be fixed since it becomes the supporting factor of this strategy. The lack that the research found is regarding service quality performed by the assistants/officers of the museum that leads to the negative comments on the *Instagram* account of *Museum Macan*. The observation in the museum was done by the researcher in August 2018 and the random survey was done through direct message to the followers' *Instagram* accounts that have visited *Museum Macan* when *Yayoi Kusama* exhibition was conducted; the results obtained will be analyzed by using SWOT and Grand Matrix qualitative methods to obtain solutions of the problems occurring. The strategy of Cronin and Taylor in form of tangible, empathy, reliability, responsiveness, dan assurance is implemented by the researcher to solve the service problems occurring at *Museum Macan*.

*Keywords: Yayoi Kusama, Museum Macan, Social Media, Contemporary*

## 1. INTRODUCTION

A unique, up-to-date, anti-mainstream, and interactive place for the visitors become the attractiveness and the threat for millennial generation to come and visit. This situation becomes an opportunity for the entrepreneurs to create a taste needed and wanted by the millennial generation in Indonesia by building pleasing and educating tourism place. One of the buildings designed by an Indonesian entrepreneur namely Haryanto Adikoesoemo as well as a contemporary art devotee which is now very phenomenal is *Museum Macan* (Museum of Modern Arts and Archipelago Contemporary) which is the first contemporary museum in Indonesia. This museum was firstly opened in November 7, 2017, by showing 90 (ninety) art works of prominent artists collected by him for 25 years. The material displayed firstly in the exhibition opening is the works of Raden Saleh, S. Sudjojono, FX

39 Harsono, Arahmaini, Robert Rauschenberg, Yayoi Kusama, and Jean-Michel Basquiat. Moreover, the  
40 title of the exhibition was “*Art Turns-Word Turns*”.

41 *Museum Macan* is located in the AKR building in floor M. This museum is in Panjang Street no. 5  
42 Kebon Jeruk, West Jakarta. It is near to toll gate of Kebun Jeruk and it is close to *RCTI* television  
43 station. This *Museum Macan* opens at 8 a.m and closes at 6 p.m. from Tuesday to Sunday.

44 To buy the tickets, it can be done through its official website or buy it on the spot. However, in the  
45 day off, generally, this museum is highly crowded so that to buy the ticket on the spot seems  
46 impossible. The ticket price for public is one hundred thousand rupiah and the ticket price for children  
47 aged 3-12 years old is eight thousands rupiah. However, if you are the member, you will get special-  
48 member discount of 10% for souvenir purchasing in the shop and in the café of *Museum Macan*.  
49 Furthermore, the cost for member registration is of three hundred thousand rupiah for 20-month  
50 membership validity. The other benefit of being a member is free of charge to enter public area  
51 related to the activities in *Museum Macan* for one-year membership validity  
52 ([www.museummacan.org](http://www.museummacan.org)).

53 *Museum Macan* is the first institution in Indonesia that gives access to the public towards modern  
54 and significant arts collection from some artists in Indonesia and around the world. This museum has  
55 exhibition and interactive show programs in the area of 7.000 meter squares which also cover  
56 education and conservation spaces.

57 *Museum Macan* has a mission to dedicate to education from all interdisciplinary and cultural  
58 exchange. Besides, it also offers dynamic exhibition and public programs. As its manifestation, the  
59 management party provides a place for the artists both from national scale and international scale to  
60 appreciate their works to the global audience. On the other hand, it also offers a professional  
61 development opportunity for the artists, curators, and other arts devotees to develop Indonesian arts  
62 ecology to be more developed and advanced.

63 *Museum Macan* is not only made as the alternative place for having vacation, but it is also a  
64 place for digging potency especially in terms of arts. When showing *Yayoi Kusama* exhibition, the  
65 management party conducts a workshop with the schedule that has been made; the entrance ticket  
66 varies from free to paid ticket.

67 One of the exhibitions that has been shown at *Museum Macan* is entitled with “*Life is The Heart*  
68 *of a Rainbow*” which exhibited the works from one of the prominent artists in the world namely *Yayoi*  
69 *Kusama*. The exhibition of *Yayoi* has experienced an improvement for seven decades of exhibition  
70 started from 1950s until nowadays. The works created by *Yayoi* are in form of painting, sculpture,  
71 video, Infinity Mirrored Rooms in which it spreads to global pop culture. The techniques of installation,  
72 display, gallery category, lighting system, and signage are extremely significant on the interior design  
73 of this *Museum Macan*. Moreover, promotion and publication through *Instagram* done frequently by  
74 the management party in form of *insta-story* (taken or re-posted from the visitors’ *insta-story*) and  
75 feeds (the photos both from management party and from the visitors/influencers) should be  
76 maintained. The promotion and the publication are also done through talk show and advertisement on  
77 radio, newspaper, television, magazine, website, and cooperation with many parties so that the  
78 exhibition is successful to invite many visitors.

79 The development of this *Museum Macan* ends everyone's stigma that museum entertainment is  
80 commonly boring, uncomfortable, not *instagrammable*, and other negative aspects. In addition, it is  
81 better for every museum in Indonesia to make the environmental situation better both inside and  
82 outside the museum by making interactive activities, creative lighting, innovative room design, and  
83 frequent as well as consistent social media promotion. It is in order that the visitors are always  
84 abundant in number and the education messages that are willing to be delivered can reach the  
85 visitors themselves. The plus point of this is the visitors intentionally promote the places they want to  
86 visit through their social media by Electronic Word of mouth (e-WOM) in which (Litvin et al., in Abd-  
87 elaziz et al., 2015) stated that Electronic Word of Mouth is a non-formal communication form directed  
88 to the customers through internet-based technology related to the use or the characteristic of goods  
89 or services (Widyanto, Sunarti, & Pangestuti, 2017, p. 95)

90 This research aims to know the strategy done by *Museum Macan* management in using  
91 *Instagram* to attract millennial visitors to come and to involve in the exhibition, to know factors of  
92 strengths, weaknesses, opportunities, and threats of *Yayoi Kusama* exhibition in the contemporary  
93 installation and display at *Museum Macan* as the supporter for its attractiveness.  
94

## 95 **1.1 Review of Related Literature**

### 96 **1.1.1 Strategy of Promotion and Publication**

97 To support the activities of promotion and publication of *Museum Macan* on its *Instagram*, the  
98 researcher conducts Cooper et al. theory approach that describes tourism destination attributes in  
99 four components which are known as 4A namely: (i) Attractions; (ii) Accessibilities; (iii) Amenities  
100 (tourism supporting facilities); and (iv) Ancillary service (tourism activity supporting organization). On  
101 the other hand, Buhalis (2000: 98) developed the components into six elements in which he added  
102 two elements consisting of (i) Activities and (ii) Available packages (Kadek Wiweka, Yulianti, Putu  
103 Pramania Adnyana, 2018, p. 4).  
104

### 105 **1.1.2 Social Media**

106 According to R Goeldner, social media is online content made by the internet users themselves,  
107 generally amateur people (in IT), writers or journalists, and it enables the contents to be accessed by  
108 other internet users through interactive technology (Priatmoko, 2017, p. 6). The more sophisticated  
109 the utility of a communication tool is (Hand Phone), the easier every individual will be in accessing the  
110 information in form of photos, videos, and information in form of sentences. In this case, the  
111 management party of *Museum Macan* uses *Instagram*, *Youtube*, and *Website* more frequently.  
112 However, in this research, the researcher focuses more on the observation for "*Instagram*". It is  
113 because the content of *Museum Macan's Instagram* can be accessed easier viewed by the direct  
114 interaction with the followers through comment column on *Instagram* account namely  
115 *@museummacan*.  
116  
117  
118

119 **1.1.3 Contemporary Installation**

120 Installation according to Indonesian Dictionary is technical device installed on its position and  
121 ready to use.

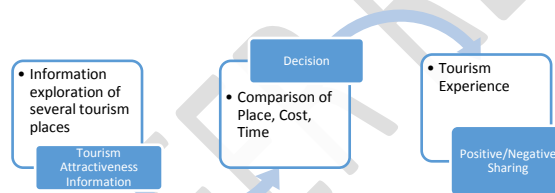
122 Besides, Contemporary Arts according to Djojosedarmo and Maryanto is the arts created that are  
123 not bound to several contexts of time and space that covers artists, audience, and field (Stefanni,  
124 Yong, & Kayogi, 2019, p. 2). Contemporary in Indonesian Language is in the same time, this present  
125 time. It means that contemporary arts is a nowadays art along with this present condition.

126 From the definitions above, it can be concluded that contemporary installation is a series of  
127 modern things/tools installed on its place and ready to be used or enjoyed by using sense of sight,  
128 hearing, and feeling by its visitors.

129

130 **1.1.4 Visiting Decision**

131 Lamb has a thought regarding phases of purchasing decision namely: (1) Needs Introduction, (2)  
132 Information Seeking, (3) Alternative Evaluation, (4) Purchasing Decision, and (5) Post-Purchasing  
133 Behavior (Priatmoko, 2017, p. 7). In this research, the research subject is millennial generation.  
134 Therefore, the visiting decision according to the researcher can be seen from the definition above as  
135 described below:



136

137 Diagram 1: Interpretation of Visiting Decision

138

139 **1.2 Literature Analysis on SWOT and Analysis Method and Service Quality Concept**

140 Social media is not difficult to use for everyone in the present time. Every ease to seek for  
141 information, data, and life needs can be obtained immediately for the consumers. A careful producer  
142 absolutely uses this opportunity to promote and to publish both products and services sold through  
143 social media. Besides its inexpensive promotion cost, its coverage is highly wide; it can also reach the  
144 expected goals or targets.

145 *Museum Macan* is one of the tourism and education destination places that utilize *Instagram* to  
146 inform, promote, and publish everything related to exhibition, workshop, and other interactive activities  
147 for its followers on its account. Its posts in form of photos and videos of contemporary installation by  
148 *Yayoi* are uploaded gradually by the management party for the sake of introducing and informing the  
149 activities during the exhibition.

150 This information absolutely becomes the consideration of every tourist to put it in their tourism  
151 destination. When the tourists have obtained all information needed to have a tourism activity, they  
152 will do a comparison between the tourism destinations either in form of cost, time, or location. When it  
153 is in accordance with the tourists' consideration, they will commonly make a decision regarding to  
154 which tourism site they will visit based on their needs. The consideration of the nearest location, the

155 shortest time of journey, and the cheapest cost absolutely becomes the top priority choice especially  
156 for the community who lives in the urban area with one or two days off only.

157 When they visit a tourism site, there will be many experiences and education obtained and it  
158 gives effects on performance improvement, innovation in working, and fresh mindset to run their  
159 routines. From the information above, visiting *Macam Museum* is the best choice with such condition.

160 The researcher collects information by identifying several factors and attempting to maximize the  
161 strengths and the opportunities of promotion and publication strategy of *Yayoi Kusama* exhibition on  
162 *Instagram* along with minimizing the weakness and threats of officers' service quality at *Museum*  
163 *Macan* to influence the visitors' decision to come and have loyalty towards *Museum Macan*. This  
164 process is done related to brand image and company policy. After all needed data is obtained; the  
165 data are then analyzed by using SWOT Matrix and Grand Strategy Matrix.

166 Moreover, after the formulation analysis is obtained from SWOT Matrix result, the next phase is  
167 determining the alternative strategy which is in line with the concept of service quality for museum  
168 assistants who are in charge such as cashier, security officer, and officers of each stand exhibition. In  
169 addition, the concept of service quality used according to Cronin and Taylor (ARYANI & ROSINTA,  
170 2011, p. 118) is divided into five services namely: First, Tangible covers cleanliness of museum  
171 environment, officers' tidiness, facilities' sophistication, and exhibition security. Second, Empathy  
172 covers attention and care towards the visitors in terms of showing the exhibition location, information  
173 of events at that day, assisting the visitors with their children, and directing the visitors clearly. Third,  
174 Reliability covers the fast service towards the visitors both in the queue on counter and information  
175 delivered regarding the time shown on the ticket must be appropriate. Fourth, Responsiveness shows  
176 officers' response both online and at *Museum Macan* in giving right information to the visitors when  
177 problems occur and giving guarantee mechanism or dispensation. Last, Assurance means that the  
178 officers' knowledge in each stand must be same and the officers should be polite in reminding the  
179 visitors, the time allocation to enter the room that must be added and the officers' ability to invest  
180 visitors' trust and visitors' convenience towards the exhibition at *Museum Macan*.

181

## 182 2. METHOD

183 The primary data source obtained by the researcher is the result of direct observation at *Museum*  
184 *Macan* in August 2018. The data in form of photos and videos are taken in the exhibition by using  
185 hand-phone camera. The researcher also gets free booklet given by the management part containing  
186 short description of each works shown. Other primary data were obtained by the researcher from  
187 September to December 2019 by distributing questionnaires regarding *Museum Macan* through Direct  
188 Message (DM) on *Instagram* to the visitors who post their photos by using (#)museummacan hashtag  
189 or (#)yayoikusama hashtag with random sampling technique.

190 Besides, the secondary data source was obtained from September 2018 to August 2019 through  
191 comments from the followers of @museummacan on *Instagram*, textbooks, journals, references  
192 related to Marketing Strategy, Contemporary Installation, and *Instagram*. The obtained data are then  
193 processed and analyzed by using SWOT qualitative method to get solution from the problem  
194 occurring on the visitors' negative comments and arguments on *Museum Macan's Instagram* account.

195 The finding of this research reveals the lack of service provided by the assistants or the officers  
196 of *Museum Macan* in which the researcher solves it by using Cronin and Taylor method. This method  
197 should be implemented to the officers in order to get positive comments on *@museummacan* on  
198 *Instagram* and it can give positive effects seen by the increasing number of visitors who have  
199 intentions to come as the result of good services.

200 The instruments used in this research are in form of guideline of observation, hand-phone  
201 camera, and laptop to distribute questionnaires through link and collect the data in *Microsoft Excel*  
202 format.

203 The data analysis method used in this research is qualitative descriptive with three phases  
204 namely: the first phase is data reduction in which the focus of this research is Modern Contemporary  
205 Installation as the promotion and publication strategy objects of *Yayoi Kusama* exhibition to attract the  
206 attention of millennial followers to come to *Museum Macan*. The second phase is data presentation in  
207 which it is obtained from comments on feeds in form of photos and videos on *@museummacan* on  
208 *Instagram* and the advertisement of e-WOM done by the *Instagram* followers by tagging their friends'  
209 accounts.

210



219 Figure 1: Comments' on follower's feeds  
220 of *Museum Macan*

221 Source: hashtag *#museummacan*

222 The third is selection in which the researcher describes the research focus to be more detailed  
223 by identifying the works potency of *Yayoi Kusama* that becomes the strategy of promotion and  
224 publication on *@museummacan* on *Instagram* as the factors of strengths, weaknesses, opportunities,  
225 and threats. The design planning of service quality strategy is made to make the service quality of  
226 officers working in each exhibition stand better in order that the visitors can feel comfortable in the  
227 area and the visitors become loyal to come when the exhibition of other artists' works is conducted at  
228 *Museum Macan*.

229 Furthermore, data and information are analyzed by using theory related to the problem focus.  
230 Afterwards, SWOT analysis is presented in form of narration.

231

### 232 3. RESULTS AND DISCUSSION

#### 233 3.1 Strategy of Promotion and Publication of Cooper (4A) on *Museum Macan's Instagram* 234 Account at the Exhibition of *Yayoi Kusama*



Figure 2: E-Word of Mouth by tagging  
their friends' accounts

235 In order to attract interactive and loyal visitors', the management party posts a series of activities  
236 at the exhibition of *Yayoi Kusama* with 4A component strategy through *Instagram* such as attraction in  
237 which the management documents all exhibition rooms both in floor M and floor 6 in form of photos  
238 and videos. After the photos and videos are taken, the next proses is editing with attracting display.  
239 After doing editing, the next process is done by promotion and publication team by posting it  
240 periodically once per two days. However, for *Insta-story* feature, *Museum Macan* always updates it  
241 every day by taking the visitors' posts who tag @museummacan on *Instagram* and from hashtag  
242 #museummacan and #yayoikusama (the example can be seen in the figure 1 above). On the other  
243 hand, the management party conducts workshop, curatorial, and seminar regarding the works of  
244 *Yayoi* every week by promoting it through feeds and *Insta-story* to invite the followers of *Museum*  
245 *Macan* to participate in its activities (the example can be seen in the figure 2 above).

246 Accessibilities; the management party provides complete information to the followers on feeds  
247 and highlights of *Museum Macan's Instagram* account clearly and in detail like the toll access that is  
248 located in front of AKR Building, railway track, bus way, public transportation and online transportation  
249 that can be used to arrive at this *Museum Macan*. Therefore, the visitors should not worry that they  
250 will get lost on the way to the destination.

251 Amenities; the management party informs on feeds and highlights regarding the availability of  
252 *One Fifteenth* restaurant facility that sells foods and beverages, souvenir shop that sells accessories  
253 with the designs of the artists in form of books, umbrellas, clothes, pouches, and so forth.

254 Ancillary; *Museum Macan* cooperates with curator namely Charles Esche and Agung Hujatnika  
255 to keep the curacy quality from the works selection that will be exhibited. Besides, the director of  
256 *Museum Macan* is also involved as the member of Board of Trustees Hirshhorn Museum and  
257 Sculpture Garden in Washington, D.C. This *Museum Macan* non-profit business enterprise of PT.  
258 Galleri Museum Macan is headed by Tan Huei Ling. Thus, the management of *Museum Macan* in the  
259 present time is more managed although it still needs volunteers working as the exhibition room  
260 keepers.

261 Activities; besides posting exhibition, the management party also posts the ongoing activities  
262 such as workshop and open lecture on *Museum Macan's Instagram* account with key speaker Akira  
263 Tateha who is the director of *Yayoi Kusama Museum*. This lecture was conducted in August 1, 2018  
264 from 7 p.m. to 9 p.m. at IFI Jakarta (M.H. Thamrin Street Number 20). Then, the show of *Yayoi*  
265 *Kusama* film entitled with *I Adore Myself* made in 2018 was conducted in August 24 from 7 p.m. to 9  
266 p.m. Afterwards, the exploration of soft sculpture making that becomes the uniqueness of *Yayoi*  
267 *Kusama* works which were conducted in July 6, 2018 and August 24, 2018 at 3 p.m. to 5 p.m. The  
268 other workshop conducted is designing *Ikebana* by using Indonesian native flower in August 4, 2018  
269 from 2 p.m. to 4 p.m. The management party also conducted an activity for the children aged 2-5  
270 years old namely sculpture or creature making with play dough in July 28, 2018 from 2 p.m. to 3 p.m.  
271 The second activity for children is cost play poetry conducted in August 25, 2018 from 7 p.m. to 9 p.m.  
272 The last activity for children is making works from seeds for children aged 5-9 years old in June 30,  
273 2018 from 2 p.m. to 3 p.m.

274 The last component of tourism destination is available packages in which the management party  
 275 informs it through its *Instagram* account that there is a membership program where the visitor that  
 276 becomes the member can enter the public space freely for one year. Besides, every goods  
 277 purchasing in *Museum Macan Souvenir Shop* will get discount from 5 to 10%. In addition, the other  
 278 package is the visitor who spends night at *The Gunawarman Hotel* will get free entrance to *Museum*  
 279 *Macan*.  
 280



288 Figure 3: Membership Package Program

288 Figure 4: Night-spending package  
 289 can get free entrance ticket to *Museum Macan*

290 Source: Instagram @museummacan

291 **3.2 Factors of Strengths, Weaknesses, Opportunities, and Threats Used as the Strategies of**  
 292 **Promotion and Publication on *Museum Macan Instagram Account with Contemporary***  
 293 **Installation of *Yayoi Kusama at Museum Macan***

294  
 295 **3.2.1 Strengths**

296 From attraction side, the management party always provides information regarding exhibition  
 297 room, interactive installation at *Yayoi* exhibition, workshop, curatorial, and seminar on its *Instagram*  
 298 account either in form of photos, videos, or writings. The photos and the videos posted are always  
 299 updated and are reposted from the visitors who tag it and hashtag on @museummacan on *Instagram*.

300 The access to *Museum Macan* is always informed through highlights of @museummacan on  
 301 *Instagram*, so that the visitors that will use personal vehicle and public transportation can easily arrive  
 302 at *Museum Macan*.

303 Amenities at this museum is informed through feeds in form of souvenir shop that sells  
 304 accessories with the design of the artists, *One Fifteenth* restaurant that sells foods and beverages,  
 305 and clean public toilet facility.

306 On the other hand, ancillary of *Museum Macan* is only informed through official website of  
 307 *Museum Macan*. The components of other activities like workshop program and routine program are  
 308 always informed by promotion and publication team a week before the day in order that the followers  
 309 get reminded regarding to the activity schedule.

310 Besides, the last supporting component of *Yayoi* exhibition is posts on *Instagram* in form of  
 311 available package with membership program. It absolutely provides benefits for the members  
 312 themselves.

313



314 **3.2.2 Weaknesses**

315 The weakness of *Yayoi* exhibition at *Museum Macan* is the lack of information clarity provided by  
316 the museum assistants or stand officers in every area. The ticker officers do not give appropriate  
317 schedule for the visitors who buy the tickets on the spot, for example, the visitor arrives at 1 p.m. but  
318 the officer prints out the ticket at 12 p.m. while the time period of visit is limited only two hours. Hence,  
319 the visitors only can enjoy the exhibition for one hour. This extremely harms the visitors. Besides, the  
320 time length to enter *Dots Obsession and Infinity Mirrored Room* is only fifteen seconds, while the  
321 queue time starts from thirty minutes to one hour. Almost 95% millennial generation visitors feel  
322 disappointed with the time limitation given.

323 In addition, the visitors are prohibited to answer a call in the exhibition room. If the visitors want  
324 to answer the call, they should exit the area and if they have it finished, they are allowed to enter it  
325 again. It extremely wastes the visitors' time to enter and to exit the area. Moreover, outside beverages  
326 are highly prohibited to bring, in which for children and for people who easily dehydrate, it will be  
327 extremely stressful. The ticket should be kept until the visitors go home. It is because the officers will  
328 check it and remind the visitors' visit time at the museum. It leads the visitors to address negative  
329 comments in every posts of *@museummacan* on *Instagram*.

330

331 **3.2.3 Opportunities**

332 This research finds some opportunities in which the posts on *Museum Macan's Instagram*  
333 account can be made as the urban tourism site for individual or together with friends or families. This  
334 place provides more inspiration for every visitor either in terms of room design, business product  
335 design, or children education to train their sensory and motoric quotient. The other interactive  
336 attraction can be used by the visitors to take photos both *selfies* and *wefies* in all ages to be posted  
337 on their personal accounts.

338 The strategic and easy-to-find *Museum Macan* location brings an opportunity to attract more  
339 millennial generation visitors to come and to visit the exhibition that will be conducted by *Museum*  
340 *Macan* in the future.

341

342 **3.2.4 Threats**

343 The visitors' negative comment is about the traffic jam occurring in Jakarta on weekdays on  
344 *@museummacan* on *Instagram*. In addition, the visitors' negative comment is about their  
345 dissatisfaction on *@museummacan* on *Instagram*.

346

347 **3.3 SWOT Matrix**

348 Based on the analysis of internal and external factors aforementioned, therefore, to minimize the  
349 weaknesses and the threats and to maximize the strengths and the opportunities of *Museum Macan*,  
350 several strategies that can be implemented to overcome the above factors are presented as follows:

351

352

353

**Table 1**  
**SWOT Matrix of *Museum Macan***

Internal Factors	Strengths	Weaknesses
	<ol style="list-style-type: none"> <li>1. The management party always provides information regarding exhibition room, interactive installation at <i>Yayoi</i> exhibition, workshop, curatorial, and seminar on its <i>Instagram</i> account either in form of photos, videos, or writings. The management party also always updates and re-posts it from the visitors who tag it or hashtag <i>@museummacan</i> on <i>Instagram</i>.</li> <li>2. The access to <i>Museum Macan</i> is always informed through highlights of <i>@museummacan</i>, so that the visitors that will use personal vehicle and public transportation can easily arrive at <i>Museum Macan</i>.</li> <li>3. Amenities at this museum is informed through feeds in form of souvenir shop that sells accessories with the design of the artists, <i>One Fifteenth</i> restaurant that sells foods and beverages, and clean public toilet facility.</li> <li>4. Besides, ancillary of <i>Museum Macan</i> is only informed through official website of <i>Museum Macan</i>.</li> <li>5. The components of other activities like workshop program and routine program</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of information clarity delivered by the assistants or the officers in every exhibition stand.</li> <li>2. Ticket schedule printing is not in line with the visitors' entrance, so that it limits the visitors' duration to enjoy the works of <i>Yayoi Kusama</i></li> <li>3. The limited duration to enter <i>Dots Obsession</i> and <i>Infinity Mirrored Room</i>; only 15 to 30 seconds.</li> <li>4. Camera is prohibited; only hand-phone is allowed to bring.</li> <li>5. Only pouch allowed to bring</li> <li>6. Outside beverages are prohibited to bring</li> <li>7. No call answer allowed in the exhibition area</li> <li>8. The ticket should be kept until going home because the officers or the assistants will check and remind the time limit shown on the ticket.</li> </ol>

<p><b>External Factors</b></p>	<p>are always informed by promotion and publication team a week before the day in order that the followers get reminded regarding to the activity schedule.</p> <p>6. The last supporting component of <i>Yayoi</i> exhibition is posts on <i>Instagram</i> in form of available package with membership program. It absolutely provides benefits for the members themselves.</p>	
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. The posts on <i>Museum Macan's Instagram</i> account can be made as the urban tourism site for individual, together with friends or families.</li> <li>2. Its <i>Instagram</i> posts provide more inspiration for every visitor both in terms of room design, business product design, and children education to train their sensory and motoric quotient.</li> <li>3. The other interactive attraction can be used by the visitors to take photos both <i>selfies</i> and <i>wefies</i> in all age group to be posted on their personal accounts.</li> <li>4. The strategic and easy-to-find <i>Museum Macan</i> location brings an opportunity to attract more millennial generation</li> </ol>	<p><b>SO</b></p> <ol style="list-style-type: none"> <li>1. Photos and videos of <i>@museummacan</i> on <i>Instagram</i> can be made as an urban tourism site reference by all ages to have vacation with friends and families</li> <li>2. Post of access to the location provides inspiration for the visitors to come without any worries to get lost.</li> <li>3. Information on <i>Instagram</i> account regarding souvenir and restaurant at <i>Museum Macan</i> motivates the visitors to come without any worries of thirst, starvation, and they can buy souvenirs for personal use or are given to others.</li> <li>4. The increasing number of visitors who come from many backgrounds indirectly becomes free</li> </ol>	<p><b>WO</b></p> <ol style="list-style-type: none"> <li>1. Photos and videos of <i>Yayoi Kusama</i> installation should also be supported by good quality as good as the posts.</li> <li>2. The design posts that inspire the visitors should be followed by assistants' more knowledge on the works that will be shown</li> <li>3. Clear information board regarding visiting time should be made in order that the visitors can choose the entrance time of <i>Museum Macan</i>.</li> <li>4. It is better that the museum provides free beverages supervised by the officers so that the drinking water is not splashed and the visitors do not feel thirsty in the exhibition area.</li> <li>5. The museum officers not only educate but also inform</li> </ol>

<p>visitors to come and visit the exhibition that will be conducted by <i>Museum Macan</i> after the exhibition <i>Yayoi Kusama</i> ends.</p>	<p>promotion way for <i>Museum Macan</i> in form of e-WOM based on <i>selfie</i> posts on their personal social media.</p> <p>5. The post of membership program becomes the opportunity for <i>Museum Macan</i> to attract more loyal visitors for other artists' works exhibition.</p> <p>6. By the presence of special program conducted by <i>Museum Macan</i>, the management part can cooperate with the school parties of Elementary School, Junior High School, Senior High School, and University especially vocational department on hotel, tourism, and decoration in terms of workshop offer and other educational offers.</p>	<p>regarding that the visitors are allowed to enter the area again by queuing repeatedly.</p> <p>6. It will be better if the area provides touch screen to know more about the works exhibited.</p>
<p><b>Threats</b></p> <p>1. The visitors' negative comment is about the traffic jam occurring in Jakarta on weekdays on <i>@museummacan</i> on <i>Instagram</i></p> <p>2. The visitors' negative comment is about their dissatisfaction on <i>@museummacan</i> on <i>Instagram</i>.</p>	<p><b>ST</b></p> <p>1. Posts regarding interactive installation of <i>@museummacan</i> on <i>Instagram</i> can be supported by the posts of what time the visitors are better to arrive in order to be free from the traffic jam.</p> <p>2. The management party can make an example of roleplay about how to enjoy entering particular rooms until the visitors feel satisfied with their <i>selfies</i> on <i>@museummacan</i> on</p>	<p><b>WT</b></p> <p>1. The management party should make posts in form of photos and videos regarding followers' negative responses on <i>@museummacan</i> on <i>Instagram</i> followed by the reason and the consequence in order that the visitors can understand it.</p> <p>2. Videos and photos posted on <i>@museummacan</i> on <i>Instagram</i> is better not only related to exhibition and</p>

	<i>Instagram.</i>	museum program but also the posts regarding visiting museum is a pleasing and inspiring tourism without spending amount of money and can be done by public transportation on weekdays.
--	-------------------	--

356

357 **3.4 Design of Service Quality Concept in Line with the Officers or the Assistants of *Museum***  
 358 ***Macan* by Using Cronin and Taylor Concept**

359 **3.4.1 Tangible**

360 The officers' tidiness is a vital part of performance in front of the visitors as the information center  
 361 officers related to the artists' works. The assistants or the officers had better to wear attributes like  
 362 clothes or helping tools that are in form of duplication of the exhibition such as yellow-colored clothes  
 363 with polka-dot motive by *Yayoi* so that it can strengthen visitors' memory on the works exhibited.  
 364 Then, the facility sophistication like touch screen for interactive educational media that can be long-  
 365 term memory for the visitors.

366 **3.4.2 Empathy**

367 It is about the attention and the care of the officers/the assistants at *Museum Macan* in terms of  
 368 directing visiting time, directing the exhibition location, informing the visitors to read the guiding book  
 369 first given in order that no room is missed, informing the events at that day, what time, and where to  
 370 register, and assisting the visitors with children to look after and to keep them in order to not destruct  
 371 the exhibition.

372 **3.4.3 Reliability**

373 Fast service towards the visitors is done by paying attention on the number of visitors at that day.  
 374 If long queue occurs, assistance service counter should be opened in order that the transaction is  
 375 handled immediately. It can be also done by making queue data or giving sheets containing data of  
 376 the number of visitors, visiting time, and the total cost by the other assistants/officers out of the ticket  
 377 counter to make the payment process and ticket printing easier.

378 **3.4.4 Responsiveness**

379 Fast response from the officers both online and at *Museum Macan* in terms of responding  
 380 problems occurring from the visitors' experience is highly significant. It can be done by giving  
 381 guarantee mechanism or visiting time addition. It can be also done by giving other facilities in form of  
 382 free ticket for the next visit or inviting the in-problem visitors to attend the workshop for free. If it is  
 383 done by the management party, the benefit that will be obtained is the visitors will post it to their social  
 384 media and they will absolutely invite their friends to accompany them and many tickets can be sold. It  
 385 is also for the free workshop; it will bring positive effects for *Museum Macan*.

386 **3.4.5 Assurance**

387 The knowledge of the officers or the assistants in each stand should be same. The officers'  
 388 attitude in reminding or in informing the visitors should be improved because it will influence the

389 visitors' emotion and ego. If the time duration addition to enter *Dots and Infinity Room* is impossible to  
390 do, the officers should inform to the visitors to queue again in order to enter this room again. The  
391 addition of Touch Screen Games in accordance with the education of the artists' works that are being  
392 exhibited is one of visitors' activities shifts at *Museum Macan*.

393

## 394 **CONCLUSION**

395 This research finds that the strength that photos and videos of *Yayoi Kusama* contemporary  
396 installation on *@museummacan* on *Instagram* can be made as a reference of urban tourism place by  
397 all ages to have a vacation with friends and families. Information given on the posts regarding access  
398 to the location, interactive installation for the visitors, and inspiring works will motivate the visitors'  
399 willingness to come without any worries to get lost.

400 The presence of souvenir shop and restaurant informed by the management party on *Instagram*  
401 increases the visitors' willingness to come without any worries of thirst, starvation, and they can buy  
402 souvenirs for personal use or the souvenirs bought are given to others. The increasing number of  
403 visitors who come from many backgrounds indirectly becomes free promotion way of *Museum Macan*  
404 done by the visitors in form of *e-WOM* based on *selfies* on the visitors' personal social media.

405 The posts of *@museummacan* on *Instagram* regarding the benefits of being a member become  
406 the opportunity for *Museum Macan* to attract more loyal visitors to come to see other artists' works  
407 exhibition.

408

## 409 **ACKNOWLEDGMENT**

410 This research uses fund from the Government of the Republic of Indonesia in the Junior Lecturer  
411 Research Scheme (*Skema Penelitian Dosen Pemula* (PDP)) of Ministry of Research, Technology,  
412 and Higher Education in 2019.

413

## 414 **REFERENCES**

415 ARYANI, D., & ROSINTA, F. (2011). Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan  
416 dalam Membentuk Loyalitas Pelanggan. *Jurnal Ilmu Administrasi Dan Birokrasi*, 17(2), 114–126.  
417 <https://doi.org/10.20476/jbb.v17i2.632>

418 Kamus Besar Bahasa Indonesia Edisi ke-V Online

419 Priatmoko, S. (2017). Pengaruh Atraksi, Mediasosial, Dan Infrastruktur Terhadap Keputusan  
420 Berkunjung Wisatawan Ke Desa Wisata Pentingsari Yogyakarta. *Jurnal Khasanah Ilmu*, 8(1),  
421 72–82. Retrieved from [khasanah.bsi.ac.id](http://khasanah.bsi.ac.id)

422 Stefanni, C., Yong, S. de, & Kayogi, D. T. (2019). Perancangan Interior Galeri Seni Kontemporer  
423 Karya Penyandang Difabel dengan Konsep Universal Design di Surabaya. *JURNAL INTRA*,  
424 7(2), 992–1002. Retrieved from [http://publication.petra.ac.id/index.php/desain-](http://publication.petra.ac.id/index.php/desain-interior/article/view/9063)  
425 [interior/article/view/9063](http://publication.petra.ac.id/index.php/desain-interior/article/view/9063)

426 Widyanto, A., Sunarti, & Pangestuti, E. (2017). Pengaruh E-WOM di Instagram terhadap Minat  
427 Berkunjung dan Dampaknya pada Keputusan Berkunjung (Survei pada Pengunjung Hawaii  
428 Waterpark Malang). *Jurnal Administrasi Bisnis (JAB)*, 45(1), 94–101. Retrieved from

429 <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/1758/2135>  
430 Wiweka, K., Yulianti, Adnyana, P. P., & Trisdyani, N. L. P. (2018). ANALISIS RUANG KOMERSIAL  
431 BAGI PEDAGANG KAKI LIMA DI KAWASAN HUTAN KOTA RAWA DONGKAL, KELURAHAN  
432 CIBUBUR, JAKARTA TIMUR. *Jurnal Sains Terapan Pariwisata*, 3(3), 409–419. Retrieved from  
433 <http://www.journal.polteksahid.ac.id/index.php/jstp/issue/view/jstp33/jstp33>

434

#### 435 **WEBSITE**

436 Cinema Nomad, 2017. "Tips dan Trik berfoto Infinity Room-nya Yayoi Kusama di Museum Macan".  
437 Accessed on August, 25 2019. [https://womantalk.com/travel/articles/tips-dan-trik-berfoto-infinity-](https://womantalk.com/travel/articles/tips-dan-trik-berfoto-infinity-room-nya-yayoi-kusama-di-museum-macan-Ang6k)  
438 [room-nya-yayoi-kusama-di-museum-macan-Ang6k](https://womantalk.com/travel/articles/tips-dan-trik-berfoto-infinity-room-nya-yayoi-kusama-di-museum-macan-Ang6k)  
439 Keshie Hernitaningtyas, 2019. "Yayoi Kusama's Infinity Room to return permanently to Museum  
440 Macan". Accessed on April 2, 2019. [https://www.thejakartapost.com/life/2019/03/16/yayoi-](https://www.thejakartapost.com/life/2019/03/16/yayoi-kusamas-infinity-room-to-return-permanently-to-museum-macan.html)  
441 [kusamas-infinity-room-to-return-permanently-to-museum-macan.html](https://www.thejakartapost.com/life/2019/03/16/yayoi-kusamas-infinity-room-to-return-permanently-to-museum-macan.html)  
442 Museum Macan, 2019. "Infinity Mirrored Room". Accessed on August 10, 2019.  
443 <https://www.museummacan.org/others/event-1552709769?lang=id>  
444 Sylvana Toemon, 2018. "Infinity Mirrored Room, Karya Seni Paling banyak Peminat di Museum  
445 Macan". Accessed on September 1, 2018. [https://bobo.grid.id/read/08884692/infinity-mirrored-](https://bobo.grid.id/read/08884692/infinity-mirrored-room-karya-seni-paling-banyak-peminat-di-museum-macan?page=all)  
446 [room-karya-seni-paling-banyak-peminat-di-museum-macan?page=all](https://bobo.grid.id/read/08884692/infinity-mirrored-room-karya-seni-paling-banyak-peminat-di-museum-macan?page=all)  
447 Tia Agnes, 2019. "Kabar Bahagia 'Infinity Room' Yayoi Kusama hadir Permanen di Museum Macan".  
448 Accessed on June 5,2019. [https://hot.detik.com/art/d-4475617/kabar-bahagia-infinity-room-](https://hot.detik.com/art/d-4475617/kabar-bahagia-infinity-room-yayoi-kusama-hadir-permanen-di-museum-macan)  
449 [yayoi-kusama-hadir-permanen-di-museum-macan](https://hot.detik.com/art/d-4475617/kabar-bahagia-infinity-room-yayoi-kusama-hadir-permanen-di-museum-macan).

450

451

452

453

454

455

456

457