



The Strategy of *Instagram* Use and the Installation of Modern Contemporary towards Millennial Generation's Visiting Decision (Case Study in *Yayoi Kusama* Exhibition at *Museum macan* in Jakarta)

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Authors' contributions

This work was carried out in collaboration among all authors. Author Yulianti designed research, conducts the qualitative analysis, wrote the protocol and wrote the manuscript. Author Yuni Deviyanti collects data for this research by interviews and surveys. All authors read and agreed to the final text.

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Case Study

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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

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

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

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

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

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

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

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

advertisement on radio, newspaper, television, magazine, website, and cooperation with many parties so that the exhibition is successful to invite many visitors.

The development of this *Museum Macan* ends everyone's stigma that museum entertainment is commonly boring, uncomfortable, not *instagrammable*, and other negative aspects. In addition, it is better for every museum in Indonesia to make the environmental situation better both inside and outside the museum by making interactive activities, creative lighting, innovative room design, and frequent as well as consistent social media promotion. It is in order that the visitors are always abundant in number and the education messages that are willing to be delivered can reach the visitors themselves. The plus point of this is the visitors intentionally promote the places they want to visit through their social media by Electronic Word of mouth (e-WOM) in which (Litvin et al., in Abd-elaziz et al., 2015) stated that Electronic Word of Mouth is a non-formal communication form directed to the customers through internet-based technology related to the use or the characteristic of goods or services [1].

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

1.1 Review of Related Literature

1.1.1 Strategy of promotion and publication

To support the activities of promotion and publication of *Museum Macan* on its *Instagram*, the researcher conducts Cooper et al. theory approach that describes tourism destination attributes in four components which are known as 4A namely: (i) Attractions; (ii) Accessibilities; (iii) Amenities (tourism supporting facilities); and (iv) Ancillary service (tourism activity supporting organization). On the other hand, Buhalis (2000: 98) developed the components into six elements in which he added two elements consisting of (i) Activities and (ii) Available packages [2].

1.1.2 Social Media

According to R Goeldner, social media is online content made by the internet users themselves, generally amateur people (in IT), writers or journalists, and it enables the contents to be accessed by other internet users through interactive technology [3]. The more sophisticated the utility of a communication tool is (Hand Phone), the easier every individual will be in accessing the information in form of photos, videos, and information in form of sentences. In this case, the management party of *Museum Macan* uses *Instagram*, *Youtube*, and Website more frequently. However, in this research, the researcher focuses more on the observation for "*Instagram*". It is because the content of *Museum Macan's Instagram* can be accessed easier viewed by the direct interaction with the followers through comment column on *Instagram* account namely *@museummacan*.

1.1.3 Contemporary Installation

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

Besides, Contemporary Arts according to Djojosedarmo and Maryanto is the arts created that are not bound to several contexts of time and space that covers artists, audience, and field [4]. Contemporary in Indonesian Language is in the same time, this present time. It means that contemporary arts is a nowadays art along with this present condition.

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

1.1.4 Visiting Decision

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

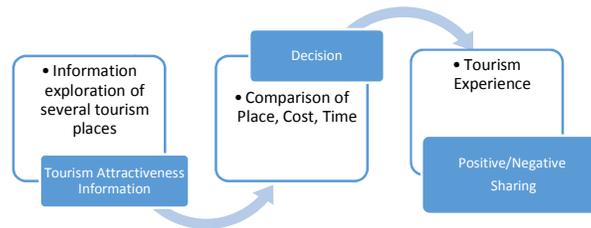


Diagram 1. Interpretation of Visiting Decision

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

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

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

This information absolutely becomes the consideration of every tourist to put it in their tourism destination. When the tourists have obtained all information needed to have a tourism activity, they will do a comparison between the tourism destinations either in form of cost, time, or location. When it is in accordance with the tourists' consideration, they will commonly make a decision regarding to which tourism site they will visit based on their needs. The consideration of the nearest location, the shortest time of journey, and the cheapest cost absolutely becomes the top priority choice especially for the community who lives in the urban area with one or two days off only.

When they visit a tourism site, there will be many experiences and education obtained and it gives

effects on performance improvement, innovation in working, and fresh mindset to run their routines. From the information above, visiting *Macam Museum* is the best choice with such condition.

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

Moreover, after the formulation analysis is obtained from SWOT Matrix result, the next phase is determining the alternative strategy which is in line with the concept of service quality for museum assistants who are in charge such as cashier, security officer, and officers of each stand exhibition. In addition, the concept of service quality used according to Cronin and Taylor [5] is divided into five services namely: First, Tangible covers cleanliness of museum environment, officers' tidiness, facilities' sophistication, and exhibition security. Second, Empathy covers attention and care towards the visitors in terms of showing the exhibition location, information of events at that day, assisting the visitors with their children, and directing the visitors clearly. Third, Reliability covers the fast service towards the visitors both in the queue on counter and information delivered regarding the time shown on the ticket must be appropriate. Fourth, Responsiveness shows officers' response both online and at *Museum Macan* in giving right information to the visitors when problems occur and giving

guarantee mechanism or dispensation. Last, Assurance means that the officers' knowledge in each stand must be same and the officers should be polite in reminding the visitors, the time allocation to enter the room that must be added and the officers' ability to invest visitors' trust and visitors' convenience towards the exhibition at *Museum Macan*.

2. METHODS

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

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

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

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

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

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

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

3. RESULTS AND DISCUSSION

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

In order to attract interactive and loyal visitors', the management party posts a series of activities at the exhibition of *Yayoi Kusama* with 4A component strategy through *Instagram* such as attraction in which the management documents all exhibition rooms both in floor M and floor 6 in form of photos and videos. After the photos and videos are taken, the next proses is editing with attracting display. After doing editing, the next process is done by promotion and publication team by posting it periodically once per two days. However, for *Insta-story* feature, *Museum Macan* always updates it every day by taking the visitors' posts who tag @museummacan on *Instagram*



Fig. 3. Membership Package Program



Fig. 4. Night-spending package can get free entrance ticket to Museum Macan

Source: Instagram @museummacan

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

3.2.1 Strengths

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

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

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

On the other hand, ancillary of *Museum Macan* is only informed through official website of *Museum Macan*. The components of other activities like workshop program and routine program 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.

Besides, the last supporting component of *Yayoi* exhibition is posts on *Instagram* in form of

available package with membership program. It absolutely provides benefits for the members themselves.

3.2.2 Weaknesses

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

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

3.2.3 Opportunities

This research finds some opportunities in which the posts on *Museum Macan's Instagram* account can be made as the urban tourism site

for individual or together with friends or families. This place provides more inspiration for every visitor either in terms of room design, business product design, or children education to train their sensory and motoric quotient. The other interactive attraction can be used by the visitors to take photos both *selfies* and *wefies* in all ages to be posted on their personal accounts.

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

3.2.4 Threats

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

3.3 SWOT Matrix

Based on the analysis of internal and external factors aforementioned, therefore, to minimize the weaknesses and the threats and to maximize the strengths and the opportunities of *Museum Macan*, several strategies that can be implemented to overcome the above factors are presented in Table 1.

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

3.4.1 Tangible

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

3.4.2 Empathy

It is about the attention and the care of the officers/the assistants at *Museum Macan* in

terms of directing visiting time, directing the exhibition location, informing the visitors to read the guiding book first given in order that no room is missed, informing the events at that day, what time, and where to register, and assisting the visitors with children to look after and to keep them in order to not destruct the exhibition.

3.4.3 Reliability

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

3.4.4 Responsiveness

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

3.4.5 Assurance

The knowledge of the officers or the assistants in each stand should be same. The officers' attitude in reminding or in informing the visitors should be improved because it will influence the visitors' emotion and ego. If the time duration addition to enter *Dots and Infinity Room* is impossible to do, the officers should inform to the visitors to queue again in order to enter this room again. The addition of Touch Screen Games in accordance with the education of the artists' works that are being exhibited is one of visitors' activities shifts at *Museum Macan*.

Table 1. SWOT Matrix of *Museum Macan*

<p>Internal Factors</p>	<p>Strengths</p> <ol style="list-style-type: none"> 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>. 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>. 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. 4. Besides, ancillary of <i>Museum Macan</i> is only informed through official website of <i>Museum Macan</i>. 5. The components of other activities like workshop program and routine program 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. 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>Weaknesses</p> <ol style="list-style-type: none"> 1. Lack of information clarity delivered by the assistants or the officers in every exhibition stand. 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> 3. The limited duration to enter <i>Dots Obsession</i> and <i>Infinity Mirrored Room</i>; only 15 to 30 seconds. 4. Camera is prohibited; only hand-phone is allowed to bring. 5. Only pouch allowed to bring 6. Outside beverages are prohibited to bring 7. No call answer allowed in the exhibition area 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.
	<p>External Factors</p> <p>Opportunities</p> <ol style="list-style-type: none"> 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 	<p>SO</p> <ol style="list-style-type: none"> 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

<p>families.</p> <ol style="list-style-type: none"> 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. 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. 4. The strategic and easy-to-find <i>Museum Macan</i> location brings an opportunity to attract more millennial generation visitors to come and visit the exhibition that will be conducted by <i>Museum Macan</i> after the exhibition <i>Yayoi Kusama</i> ends. 	<ol style="list-style-type: none"> 2. Post of access to the location provides inspiration for the visitors to come without any worries to get lost. 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. 4. The increasing number of visitors who come from many backgrounds indirectly becomes free promotion way for <i>Museum Macan</i> in form of e-WOM based on <i>selfie</i> posts on their personal social media. 5. The post of membership program becomes the opportunity for <i>Museum Macan</i> to attract more loyal visitors for other artists' works exhibition. 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>followed by assistants' more knowledge on the works that will be shown</p> <ol style="list-style-type: none"> 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>. 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. 5. The museum officers not only educate but also inform regarding that the visitors are allowed to enter the area again by queuing repeatedly. 6. It will be better if the area provides touch screen to know more about the works exhibited.
<p>Threats</p>	<p>ST</p>	<p>WT</p>
<ol style="list-style-type: none"> 1. The visitors' negative comment is about the traffic jam occurring in Jakarta on weekdays on <i>@museummacan</i> on <i>Instagram</i> 2. The visitors' negative comment is about their dissatisfaction on <i>@museummacan</i> on <i>Instagram</i>. 	<ol style="list-style-type: none"> 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. 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 <i>Instagram</i>. 	<ol style="list-style-type: none"> 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. 2. Videos and photos posted on <i>@museummacan</i> on <i>Instagram</i> is better not only related to exhibition and 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.

4. CONCLUSION

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

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

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

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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