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EVALUATION OF EWOM APPLICATION IN MUSEUMS IN JAKARTA

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ABSTRACT

This study aims to evaluate and assess the implementation of electronic word of mouth in several museums in Jakarta by using Facebook Fan Page. This study used a qualitative approach to explore the phenomena of public awareness about museum. The population is Facebook Fan Page museum in Jakarta. The sampling technique used in this research is disproportionate stratified random sampling. The data collection used in this research is Facebook observation and the data were analyzed using e-WOM Analytical Framework developed by Andrea Hausmann. The finding is Museum Basoeki Abdullah actively manages its Facebook account and updates it regularly. The content presented is attractive, varied, and interesting with a broad use of media such as images and video content. Museum Basoeki Abdullah also stimulates discussion and interaction through competitions, thus inviting Facebook user engagement and active participation from followers in this social media domain. The goal makes the page look more attractive in general. The conclusions obtained from this study suggest that not all museums utilized the Facebook Fan Page for developing the electronic word of mouth. There is a need for the identification and development of best practice in this domain so that museums management apply electronic word of mouth. The implementation of best practice can attract people to visit the museum based on appropriate benchmark for assessing and comparing their performance.

Keywords: *Electronic Word Of Mouth; Hausmann Analytical Framework; Museum Awareness; Facebook; Social Media Marketing.*

1. INTRODUCTION

Museums are the media for conserve the local culture to the society about geographic and socio-cultural history[1]. However, museums in Indonesia have experienced several problem for promoting and educating the culture to the society in national and international level[2]. The Indonesian government provided a budget for museum revitalization in 2016 up to Rp. 61 billion for 426 museums[2]. The museum visit rate in Indonesia was increased because government program [2], the authors suspect if the program is replace then there will be a decrease in the museum visit rate. If the authors compare with France's Louvre Museum, the museum management able to attracts around 7.7 million visitors each year or, on average, around 660 thousand people per month [3]. By contrast, the Indonesia museum visitor rate in 2012 – 2014only reach 23 million[4].

The community assume that museums are no longer the primary alternative as a media for learning, entertainment, and pleasure for the community. Nowadays, alternative options are considered more interesting and attractive [5]. Indonesia tourism destination portfolio consist of 60% of cultural tourism, 35% of natural tourism, and 5% of manmade tourism[6]. Today, the prevailing public perception regarding museums is that they are a choice tourist attraction offering relatively low interest value [7], [8]. Yet, museums are expected to attract people to visit and participate in activities [9], [10]. The museum management must analyze the number of visitor that join a museum event to measure the attractiveness of the event. When compared to other attractions, museums attract a relatively small number of visitors [11]. The cause of many museums has a low visitor rate are people in Indonesia prefer to

visit other tourist attractions or shopping centers [5].

The potential information technology utilization in the museum can be used to solve communication problem between museum and the society, social media already proven as a tools for connecting with friends, colleagues, and/or family [12]. Many agencies and organizations already conduct promotion and education through social media content such as text, images, sound, and video [13], [14]. Social media can attract, maintain, and sustain virtual communities of people for specific brand; it can be an effective marketing platform to create [15], [16]. Marketing using social media has the potential to reach a wider market with low cost [17]. In the context of museum marketing, social media becomes a tools for sharing information about the museum to attract visitors and maintain the relationships with visitors [18]–[20].

The terminology of e-WoM was developed by utilization of social media for spreading the information to the society. E-WoM is a statement expressed by consumers about a product, company, or agency so that it can be seen and captured by a number of other people and institutions over the Internet[21]. Electronic word-of-mouth is a part of effective marketing activities through the utilization of social media applications such as Facebook, which allows it to reach a wider Facebook user [17]. Facebook was a popular social networking used by museum in international and national level because it's easy to use and already known by the society[18], [19], [22], [23].

Museum Bank Mandiri have implemented marketing strategy using social media for educating and promoting the museum to the society[24]. In the context of museum marketing, implementation of e-WoM using social media has the potential to reach visitors as a comprehensive and cost-effective marketing support. In this context, social media becomes a forum to attract visitors with broader backgrounds as well as a tool to facilitate good relationships with the regulars [25].

Nowadays, E-WoM implementation using social media in museums at Jakarta are increasing but there is no researcher investigate this phenomenon. In November 2016, only 14 of 59 museums in Jakarta already used Facebook as a marketing tool through the Facebook Fan Page. based on researchers' observation, Museum Basoeki Abdullah and Museum Nasional has more than ten thousand Facebook followers. Museum Polri, Museum Bank Indonesia, Museum Bank Mandiri, Museum Al-Quran, Museum Listrik dan Energi Baru, and Museum Textil has more than one

thousand Facebook followers. Museum Sejarah Jakarta, Museum Kebangkitan Nasional, Museum Asmat, Museum Aquarium, Museum Djoang 45, Museum Transportasi only has less than one thousand Facebook followers. We can conclude that the number of Museum Facebook Fan Page followers in Jakarta very diverse, this condition caused by the lack knowledge about social media marketing, human resource capacity and availability.

Therefore, this study will analyze the implementation of e-WoM using Facebook Fan Page in museum at Jakarta using a research framework developed by Andrea Hausmann and already applied to the museums in Germany. The research question is how to measure the e-WoM Museum in Jakarta using Hausmann Framework? The results of this study will have practical significance for the proposed new museum in Jakarta for managing social media and running marketing processes to increase public interest in visiting museums.

2. RELATED WORK

The museum's related marketing aims to attract visitors with a wider background while creating closer relationships with museum regular visitors. Museum marketing is an integral part of the communication that takes place between museums and the public [26]. The museum's marketing is concerned with the evaluation of the visitor's marketing and development services program. The museum's marketing is a management process by setting the goals and mission of the museum as well as the determination of efficient marketing strategies to achieve the satisfaction of the museum's users[27].

Social media is a development of internet-based web technology that simplify the communication process, participate and exchange information and form a network online, so as to expand the content[28]. Social media allows one to interact within a community. Social media can perform various two-way activities in various forms of exchange, get acquainted and collaborate in writing, visual and audiovisual [29]. Social media is a collection of applications on the internet built using web 2.0 technology[30].

Social media is a term used to describe or describe the types of media based on online conversations and interactions between more than one person [31]. Social media is different from other media because the content generated by social media is a form of conversation between everyone

who participates and can arouse content and discussion, change or improve or judge the content contained therein, in other words not only as a corporate monologue.

The essence of social media is that it allows discussion and the way in which a conversation can be generated, promoted and made income. Social media is a place, a tool, a service that allows individuals to express themselves, meet and share with other colleagues via the internet[32].

Facebook, LinkedIn, Twitter, and Blog are the four most frequently used social media[33]. Facebook is a social utility that allows companies to share information, connect with users and create brand awareness. LinkedIn is a network that connects people to trusted contact brands and helps them to exchange knowledge, ideas, and opportunities with professional networks. Twitter is an enabling tool for sharing information with people interested in a business, gathering real-time market intelligence and feedback, and building relationships with customers, partners, and other institutions concerned about a business. Twitter can be used by business people to immediately notify their customers of special offers. A web-based application that allows individuals, customers, employees and management to share knowledge and exchange ideas and express opinions. Blogs are a great medium for sharing experiences and connecting with potential customers.

Participation, openness, conversion, community, and connectivity are the characteristics of social media[34]. Participation in social media supports the contribution and providing feedback from everyone who is interested in it, thus creating a participation from users in the media. Openness in social media create an opportunity of participation, through voting, commenting and sharing information. There is little likelihood of restrictions on accessing or using the content available on such social media, where the available services are intended for its users. Conversation in social media supports two-way communication between users. The creation of community in social media allow users to utilize the social media faster and effective ways to communicate between users. Communities' share and exchange information about the same things as culinary, political and other things. Social media relies on connectivity with the internet world. Like links to other website addresses to create an interaction that is created not only on social media, but also to various sources that support the interaction to its own users.

Facebook is a social networking site that consists of user profile, news feeds, notes, messaging, voice

calls, following, privacy, like buttons, chats, friends, groups, fan page based on its function as media to chat, create status, insert photos, acquire new friends and meet back with old friends[35]. With Facebook people can share information with other users, and this is seen very profitable and ideal for companies to improve the image. Facebook is considered to have more audience than the mass media television and newspapers. Therefore, Facebook is categorized as a mass media channel of television and newspapers, so it can be said that Facebook is categorized as a mass media channel that has a high level of competitive and rapid movement. Some of the benefits for the company's management when using the Facebook as a marketing tools are branding, customer engagement, drive web traffic, client, virus marketing, and economical ads. Brands of a company can be better known by the public through the posting of these companies on Facebook accounts. Facebook can create a brand and embed it into the minds of potential customers. Facebook Fan page can be a place for companies to offer special offers that can lead to the involvement of potential customers to buy products and services companies. Companies can insert official websites to increase the prospect's curiosity about the company and eventually visit the website. Companies can interact directly with their customers through photo and information sharing, as well as acceptance of criticism and suggestions through Facebook fan page. Facebook can quickly reach an audience with a broad reach and influence to increase brand awareness. When compared to installing ads in print and other media, advertising on Facebook is much more economical. On the other hand, Facebook already has many users so the spread of advertising is very wide and fast. These benefits can be obtained by the company if the company do regular handling Facebook fan page account. Because what is listed on Facebook fan page reflects a company. If there is a consumer who complains then it must be handled immediately, because if not it can cause negative judgment from other consumers or potential customers who read the content. Therefore, the content is always updated regularly and fresh is one of the important things to improve the company image.

e-WOM is a negative or positive statement made by actual, potential consumers or consumers about the product or company where this information is available to people or institutions via the internet [36]. And consumers considering negative WOM information will be more helpful than positive

information in distinguishing high-quality products and low-quality products [37].

4 With the Internet created a new paradigm in word-of-mouth communication and this is the beginning of the emergence of the term electronic word-of-mouth or e-WOM. Today, e-WOM is considered an evolution of traditional interpersonal communications leading to a new generation of cyberspace [38]. With the advancement of technology more and more consumer trends to busy looking for information needed about a product before they make a purchase such as through OpenRice.com (review sharing platform), TokoBagus (online shop), and KASKUS (online community) and this results in e-WOM activity.

Internet-based word-of-mouth, or e-WOM that is transmitted through social media has become a decisive factor in favor of a return on investment. Electronic word-of-mouth (e-WOM) using SNSs (Social Networking Sites) is an important element in the promotion mix [39]. Electronic word-of-mouth affects consumer decisions in selecting and buying a product [38].

3. METHODS

This study used exploratory research. The objective of exploratory research applied in this

research was to analyzed the implementation of e-WoM in the museums at Jakarta using E-WoM analytical framework developed by Hausmann [25]. The e-WOM analytical framework variable consists use of technology, provision of content, and simulation of interaction. Table 1 is an e-WoM analytical framework in the context of social media created by Andrea Hausmann.

The use of technology variable consists of accessibility of application, installation of comment function, easy mechanism for transferring or sharing the content, integration to other social media application, and links to other partners. Accessibility of application is used to assess the level of convenience to access social media utilization. Easy mechanisms to transfer or disseminate content (e.g., "tell-a-friend") is used to assess the level of ease in sharing content contained in social media. Installation (and opening) of comment functions is used to assess whether the social media used has a function of comment that works well or not. Links to partners (e.g., to other institutions with similar target groups) is used to see if the social media used to connect to partners who have the same target group or not. Integration of other social media applications is used to see if the social media used to connect to other social media or not.

Table 2. The E-WOM Analytical Framework in the Context of Social Media by Andrea Hausmann

	Technology		Content		Interaction
1	Accessibility of application	6	Timeliness of content	12	Opportunity for fans to evaluate content (e.g., to "like" it)
2	Easy mechanisms to transfer/disseminate content (e.g., "tell-a-friend")	7	Relevance of content (i.e., information specific to target groups)	13	Opportunity to discuss content (e.g., to comment on posts)
3	Installation (and opening) of comment functions	8	Exclusiveness of content (i.e., availability of exclusive information)	14	Initiation of content-related discussions (e.g., through questions or comments)
4	Links to partners (e.g., to other institutions with similar target groups)	9	Presentation of content (e.g., storytelling, narratives)	15	Opportunity for others to initiate interaction (e.g., to post on the "wall")
5	Integration of other social media applications	10	Diversity of media (photos, recordings of rehearsals and performances, interviews with artists, etc.)	16	Activities to involve users (e.g., competitions, polls)
		11	Transparency and honesty with regard to deficits in the production of services (e.g., response to criticism)	17	Response to user queries (i.e., feedback/complaints management)

The provision of content variable consists of content relevancy, content exclusivity, media diversity, content presentation, content timeliness, and transparency of customer feedback. Timeliness of content is used to see how much content is contained on social media pages. Relevance of content (i.e., information specific to target group) is used to assess whether the content contained on the social media page is relevant to the organization itself. Exclusiveness of content (i.e., availability of exclusive information) is used to assess whether there is exclusive content for these social media users. Presentation of content (e.g., storytelling, narrative) is used to assess whether in creating a content used narrative or not. Diversity of media (photos, recordings of rehearsals and performances, interviews with artists, etc.) is used to assess the diversity of media used in creating content. Transparency and honesty about deficits in the production of services (e.g., response to criticism) is used to see how the organization responds to the criticism given to its social media account.

Stimulation of interaction variable consists of opportunity for content evaluation, initiation of content related discussion, opportunity for content discussion, opportunity for others to start interaction, online activities, and response to user question. Opportunity for fans to evaluate content (e.g., to "like" it) is used to assess how much and how often the user evaluates the content. Opportunity to discuss content (e.g., to comment on posts) is used to assess how much and how often the comments are given to each content generated. Initiation of content-related discussions (e.g., through questions or comments) is used to assess how much content created by the museum initiates the discussion. Opportunity for others to initiate interaction (e.g., to post on "wall") is used to assess how much content other social media users generate on the organization's social media page. Activities to involve users (e.g., competitions, polls) is used to assess how much content is generated that initiates an activity that involves the user of the social media. Response to user queries (i.e., feedback / complaints management) is used to assess how and how often the organization responds to social media users' requests for the organization.

The unit analysis in this research was the Facebook Fan Page created by museum management. This study was conducted with a cross sectional method for the data collection, the data collection period was 11 months from January 2016 to November 2016. This research applied a disproportionate stratified random sampling for the

museum Facebook Fan Page selection based on the number of followers on Facebook. Table 2 is a mapping of museum in Jakarta that already used Facebook Fan Page for e-WoM. We choose to analyze Museum Kebangkitan Nasional, Museum Mandiri, and Museum Basoeki Abdullah.

Table 2. Museums Grouped by Number of Facebook Followers

Followers	Museum
1-999	<ul style="list-style-type: none"> • Museum Aquarium Air Tawar (Dunia Air Tawar dan Dunia Serangga) • Museum Asmat • Museum Mandiri • Museum Joang 45 DKI Jakarta • Museum Kebangkitan Nasional • Museum Transportasi
1000-7999	<ul style="list-style-type: none"> • Museum Al'Quran • Museum Listrik dan Energi Baru • Museum Tekstil
8000-16000	<ul style="list-style-type: none"> • Museum Basoeki Abdullah • Museum Nasional • Museum Polri

The data collection methods in this research was a literature review and observation. A literature study was conducted to find supporting data from a variety of journals, books, and the Internet [40]. Keywords used included museum, museum visitors, Facebook, social media, e-WoM, and social media marketing. Book sources were obtained from the Internet and the library, whereas journals, reports, and articles were obtained solely from the Internet (Google). The authors finally used 24 references that related with this research topic.

This study applied a participant observation. The researchers observed, recorded, analyzed, and conclude about objects and subjects under study. In this context, the use of technology, the Facebook Fan Page post, likes, comments, shares were studied. Observation began by taking a sample of the number of museums in Jakarta that have adopted social media. Next, an assessment of the capabilities of the technology used was required; the observations were documented accordingly. Every post made was assessed in terms of content and interaction. Results were recorded, calculated, and averaged; they were then summarized to be recorded in the results table. Once the entire results table was complete, a comparative analysis could

be executed in terms of the five museums in the sample that have implemented e-WoM substantively. The authors used Ms. Excel 2013 for data recording and analysis. The collected data is calculated and averaged; it is then summarized to be recorded in the results table. Once the table was filled with research results, a comparative analysis could be executed in terms of the five museums that have implemented e-WoM substantively.

4. RESULTS AND DISCUSSIONS

From the aspect of accessibility of application, social media used by museums for implementing the e-WoM must be easily accessible by the potential visitor from any platform. Facebook is a platform that can be accessed from anywhere and anytime. Indonesian people already familiar with Facebook and all selected museum in this research already used Facebook Fan Page as a media for building the e-WoM. From the aspect of easy mechanism for sharing the content, museum managers should choose a social media that has a feature for sharing the content. This feature is important for making a content become viral in the community so it will increase the museum awareness.

Museum Kebangkitan Nasional Facebook Fan Page already fulfill the accessibility of application, availability of comment function, and easy mechanism for sharing the content, but the Museum Kebangkitan Nasional Facebook Fan page don't provide link to partners and integration to other social media. Museum Bank Mandiri Facebook Fan Page already fulfill the accessibility of application, availability of comment function, providing link to

partners and easy mechanism for sharing the content, but the Museum Bank Mandiri Facebook Fan page don't integrate their social media to others.

The five samples that have been studied show that the results of the analysis vary based on the dimensions studied. The Facebook fan pages of the five museums can be accessed easily anywhere and anytime, on the Facebook application that runs on multiple platforms. It is possible to interact using a comment, like, or share; the only requirement is having a Facebook account and logging onto Facebook. If users only want to passively view rather than actively participate in these interactions, then logging in is not required. The Facebook fan pages of the five museums also provide a feature that allows users to share the fan page of the museum and the content therein. Additionally, when a user "likes" a museum's fan page or interacts with its content in some other way, these activities result in a story on their profile and in their friends' News Feeds. The Facebook fan pages of the five museums feature a "comment" function open to Facebook users, but few take advantage of this feature. Further, these fan pages provide a list of recommendations according to community organizations that have the same or similar aims and objectives; the exception here is the Museum Kebangkitan Nasional. But from the last dimension of technological variables, it is only Museum Basoeki Abdullah that has a variety of social media accounts, such as Instagram and Twitter, and is supported by the presence of a website that links directly to its Facebook fan page.

Tabel 3. The E-WoM Performance Evaluation of Museum in Jakarta

Variable	Dimension	Museum Kebangkitan Nasional	Museum Mandiri	Museum Basoeki Abdullah
Technology	T1	Yes	Yes	Yes
	T2	Yes	Yes	Yes
	T3	Yes	Yes	Yes
	T4	No	Yes	Yes
	T5	No	No	Yes
Content	C1	0.015	0.04	0.25
	C2	Yes	Yes	Yes
	C3	No	No	No
	C4	No	No	Yes
	C5	1	1	0.87
	C6	0	0	1
Interaction	I1	14.6	4.5	19.4
	I2	0.8	0.54	0.98
	I3	0	0	0.012
	I4	0.006	0.02	0.02
	I5	0	0.46	
	I6	0	0	1

During the study period, museums differed in terms of frequency of updates. Museum Kebangkitan Nasional only updated on five occasions in total; these updates were made by the museum management staff as well as by outsiders. Museum Mandiri provided updates 13 times during the study period; Museum Asmat 7 times; Museum Listrik 8 times; while Museum Basoeki Abdullah provided 81 updates during the study period. The information on the walls of the museums' fan pages was related to the activities hosted by the museums themselves. No exclusive content was available on the fan pages. To enrich the content, only Museum Asmat and Museum Basoeki Abdullah used narrative devices. When viewed as a whole across the five museums, it is clear that diverse media, such as photos and videos, are utilized. During the study period, only one critical user post was identified; this criticism was levied against Museum Basoeki Abdullah, which responded courteously and quickly (same day). This was not found on the other museums' fan pages.

In terms of Facebook likes, the following data were captured. On the Facebook fan page of Museum Kebangkitan Nasional, 15 users liked each content object on average; for Museum Mandiri 5 users; for Museum Asmat 2 users; Museum Listrik 7 users; while, finally, on Museum Basoeki Abdullah's Facebook fan page, this number rises to an average of 19 users. In terms of other dimensions, only Museum Basoeki Abdullah encouraged users to discuss, engaged them in competitions and polls, and provided feedback on user complaints. This was also the only museum where comments were left by museum visitors.

Based on the e-WOM analysis on the five museums, which focused on technology, content, and interaction—the best application of social media was observed in Museum Basoeki Abdullah. As of the end of this study, Museum Basoeki Abdullah has the highest number of followers compared to the four other museums in our sample. Indeed, Museum Basoeki Abdullah was seen utilizing all dimensions contained within the e-WOM Analytical Framework.

If viewed in terms of technology, the profile of Museum Basoeki Abdullah can be easily accessed by both users and non-users of Facebook. It has features that allow users to share existing content, opinion, and satisfaction as well as make interpersonal recommendations with the features "Like," "News Feed," and "Invitation." In addition, the technology provides a "Comment" feature so that users can engage in virtual dialogue with the museum as well as with other users. The Facebook

page of Museum Basoeki Abdullah is also connected to other social media applications, the museum itself, and other communities that have similar targets.

Ratings by viewing the content categories showed that during the study period, Museum Basoeki Abdullah had posted 82 times. This figure is relatively high compared to the four other museums. Museum Basoeki Abdullah presents interesting and relevant content to fans of the museum with posts that focus on matters related to the museum and its activities. This museum utilizes a diverse range of styles and media in terms of narration, images, video, or combinations thereof. Museum Basoeki Abdullah was also observed to respond well to a critical post, demonstrating a timely and polite reply.

As noted above, on Museum Basoeki Abdullah's Facebook page, on average, there are 19 people who "like" each post, and there is at least one person who has commented on the posts. However, there are few posts that have invited a lot of comments; the rest have elicited no response from the fans. In addition, there is a post that invites fans to discuss; however, the numbers can still be improved so that users can be motivated to discuss and give their opinions on issues.

Based on the analysis of e-WOM implementation at several museums in Jakarta, the best implementation of e-WOM is in Basoeki Abdullah Museum. The Basoeki Abdullah Museum meets 16 of 17 research indicators and the results show the best possible application compared to the other four museums. Therefore, museums in the Jakarta area can see the Museum Basoeki Abdullah as a reference in implementing e-WOM using social media, especially by applying 17 points found on e-WOM analytical framework.

Museum Basoeki Abdullah can be one of the reference in the implementation of e-WOM in Jakarta area so it can be made a strategy for the implementation of e-WOM for other museums. The strategy is grouped into three categories: technology, content and interaction. Strategy in terms of technology is to determine how the criteria of technology through social media that must be met so that the implementation of e-WOM in the museum can be implemented properly. The content-side strategy can be attributed to how content should be presented to support the implementation of e-WOM with the support of social media features. As for the strategy in terms of interaction that can be associated with how to create a communication and virtual interaction to



compete to attract the attention of social media users.

In technology point of view, there are some suggestions to museum managers in implementing e-WOM. In terms of accessibility of application, social media used by museums should be easily accessible to anyone who wants to access them. In addition, social media used should be able to run on various platforms so that users can access anytime and anywhere. If the user can login or register first if you want to access the museum page and interact with the museum manager. Facebook has an easy log-in and register process that makes Facebook one of the most social media users in the world.

In terms of easy mechanisms to transfer / disseminate content, social media used must have features that make it easy for users to share and distribute content which is on the social media page of the museum. Facebook has a share button and users can share their content on Facebook or to other social media. In terms of the installation of comment function, the use of social media required a comment feature so that social media users can provide input, criticism, and idea.

In terms of the links to partners with similar target groups, the social media used by museums should utilize existing features to connect with partners, museums, and communities. As one example of a feature that can connect with the social media pages of the museum with other museums through the "like list" or feature "recommendations".

In terms of the Integration of others social media application, the ability to integrate with other social media applications owned by a museum is one of the strategies that museum managers need to implement to implement e-WoM. For example, integration between Facebook and Instagram can help museum managers to updates, put links, share photos, or upload videos.

In Facebook content point of view, there are some suggestions to museum managers in implementing e-WOM. In terms of updates frequency per day, social media page of the museum Basoeki Abdullah has done 83 times updates, both done by the museum itself and by the outside. If museum managers want to implement e-WoM well then museum managers need to pay attention to their social media pages and update their content daily.

In terms of targeting specific information, the content presented on Facebook fan pages should provide information about the museum so as to provide relevant information. Content served focus on museum history, museum profile, museum

collection, visitation experience, and museum activities. Museum managers need to pay attention to comments on the content posted on the Facebook fan page of Facebook users.

In terms of availability of exclusive information, museum managers must present exclusive information on their Facebook fan page. The content is only posted on the Facebook fan page of the museum and is accessible only to museum Facebook fan page follower. For example, museum managers create a competitions or quizzes about the museum and give free entrance ticket if the museum Facebook fan page engage with the Facebook fan page of museum. The goal is to attract people to access the Facebook fan page of the museum and visit the museum.

In terms of storytelling and narratives content, museum managers need to create storytelling and narratives content that can attract the interaction of museum Facebook fan page follower. Museum managers can create content that provides information about the history of museum collections or museum history by using a combination of images, videos and text.

In terms of video or images per post, museum managers often use images or videos to create content posted on Facebook fan page museums. The media diversity used to create content can increase awareness and engagement of museum Facebook fan page. In fact, the development of content using images or video takes more time than text-based content. Managers can combine those in developing the content because the more content posted on Facebook will increase the awareness of the museum.

In terms of responses of criticism, followers of Facebook fan page or museum visitors often provide feedback or criticism via Facebook. They make a review on Facebook account or comment on content posted by the museum manager on a Facebook fan page. Museum managers should be responsive to feedback or criticism from their followers on Facebook fan page museum. Based on the feedback or criticism, museum managers can evaluate service performance and improve the quality of museum services.

In interaction point of view, there are some suggestions to museum managers in implementing e-WOM. In terms of people who "like" a post, museum managers need to create informative and interesting content on Facebook that increases the interest of Facebook followers to access the Facebook fan page of the museum. Interesting and informative content can encourage Facebook users to like content. Based on research findings, Basoeki

Abdullah Museum Facebook fan page managed to attract visitors to like content that has a combination of image and text. Content about competition held by Museum manager Basoeki Abdullah can create interaction on Facebook fan page. Another aspect that can increase the number of likes on content is the posting time. Based on the information quoted from quicksprout.com, the ideal time to make a post that is Thursday and Friday because of the high level of engagement is about 86%. While the best hour to get a lot of share and click is at 13:00 until 15:00.

In terms of comments per post, museum managers present interesting and informative content can encourage Facebook users to comment. Based on research findings, contents about museum visitor visits and museum events is the content that received high number of comment from Facebook users. Comments from Facebook users are useful to museum managers because they can provide feedback, reviews, or criticisms that can be used to improve the museum's service to the public.

In terms of posts from others on the wall per day, Facebook fan page has a function to provide an opportunity for Facebook users to share content on Facebook fan page museum. Based on research findings, Facebook users often share their experience of visiting a Facebook fan page museum. User generated content provides benefits to museum managers because users indirectly promote the museum to their network.

In terms of content-related discussions initiation, another form of interaction that should be facilitated by museum managers on the Facebook fan page of the museum is a discussion. Museum managers create content that can encourage Facebook users' interest to participate in a discussion, so the visitors actively participate in providing ideas on the content.

In terms of user's involvement activities, museum managers create a content that attracts visitors to engage in an activity through Facebook fan page museum. For example, the museum held a photo competition about museums destined for Facebook users. The competition requires Facebook users to follow up a fan page, provide an interesting caption, and give a hashtag before uploading photos on a Facebook fan page. Assessment of the results of the competition may involve well-known photographers and Facebook user participation.

In terms of user queries respond, museum managers respond to requests from Facebook users quickly. Museum managers can take advantage of Facebook messenger to facilitate Facebook users in

interacting. The museum manager responded to the request with a polite and friendly language.

5. CONCLUSIONS

Based on this research, it can be concluded that museums need to engage in the word-of-mouth approach within the context of social media because of its unbridled potential to reach vast numbers of users. As such, museums need to create and manage one or more social media accounts.

Based on the analytical framework used, it is observed that a particularly successful museum, Museum Basoeki Abdullah, actively manages its Facebook account and updates it regularly. Additionally, the content presented is attractive, varied, and interesting with a broad use of media such as images and video content. Museum Basoeki Abdullah also stimulates discussion and interaction through competitions, thus inviting Facebook user engagement and active participation from followers in this social media domain; this goal makes the page look more attractive in general. Therefore, other museums can and should apply the same logic and processes that characterize successful museums according to the conceptual framework employed in this study to reach out to and attract the public through optimizing word-of-mouth activity.

The limitation of this research is the data was recorded manually by the researches using Ms. Excels. In order to maintain the data validity, the other researcher randomly check the data with Facebook Fan Page of the Museum.

The future research is to replicate the e-WoM evaluation to the other museum in Indonesia and use automatic data collection tools.

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