

# ANALISIS HUBUNGAN STRATEGI PROMOSI MELALUI MEDIA SOSIAL DENGAN MENINGKATNYA JUMLAH KUNJUNGAN WISATAWAN DI MUSEUM SONOBUDOYO YOGYAKARTA

Dhea Andara, Rezi Edi Muin, S. Par., M.Sc., CHE

## Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis strategi promosi melalui media sosial dalam meningkatkan minat kunjungan wisatawan di Museum Sonobudoyo, menggunakan Instagram, Facebook, Twitter, dan Tiktok. Metode penelitian yang digunakan adalah metode deskriptif kualitatif. Teknik pengumpulan data dilakukan dengan cara wawancara, observasi, dokumentasi dan kajian kepustakaan. Hasil penelitian menunjukkan bahwa peran media sosial Museum Sonobudoyo, dalam promosi di kalangan anak muda sangat signifikan dalam menyebarkan informasi. Konsep digitalisasi Museum Sonobudoyo terbukti efektif dalam menarik minat wisatawan. Dapat disimpulkan bahwa Museum Sonobudoyo telah berhasil meningkatkan jumlah pengunjung Museum Sonobudoyo dengan pemanfaatan Facebook, Instagram, Twitter, dan Tiktok. Penggunaan keempat platform media sosial tersebut telah menghasilkan peningkatan jumlah pengunjung setiap tahunnya.

Kata Kunci : *Media Sosial, Promosi, Strategi Promosi Museum, Museum Sonobudoyo*

*ANALYSIS OF THE RELATIONSHIP BETWEEN PROMOTION STRATEGIES  
THROUGH SOCIAL MEDIA RELATED TO THE INCREASING NUMBER OF  
TOURIST VISITS TO THE SONOBUDOYO MUSEUM IN YOGYAKARTA*

Dhea Andara, Rezi Edi Muin, S. Par., M.Sc., CHE

*Abstract*

*The purpose of this study was to analyze the promotion strategy through social media in increasing tourist interest in visiting the Sonobudoyo Museum, using Instagram, Facebook, Twitter, and Tiktok. The research method used is a qualitative descriptive method. Data collection techniques were carried out by means of interviews, observations, documentation and literature reviews. The results of the study indicate that the role of the Sonobudoyo Museum's social media in promotion among young people is very significant in disseminating information. The concept of digitizing the Sonobudoyo Museum has proven effective in attracting tourist interest. It can be concluded that the Sonobudoyo Museum has succeeded in increasing the number of visitors to the Sonobudoyo Museum by utilizing Facebook, Instagram, Twitter, and Tiktok. The use of these four social media platforms has resulted in an increase in the number of visitors each year.*

*Keywords: Social Media, Promotion, Museum Promotion Strategy, Sonobudoyo Museum*