How is Implementation Of The AISAS Model In Museum Promotion Through The Website?

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Abstract
This research is based on the development of information needs and efforts of the museum as one of information institutions to meet these information needs by conveying information in its collections. The information conveyed to relate to aspects of attention, interest, search, action, and share designed in a website-based museum information system. This study aims to describe the results of the implementation of the museum website based on AISAS aspects. The approach used in this research is descriptive quantitative with museum visitors as respondents. The respondents involved were 50 museum visitors, with the criteria determined by the researcher. The data that has been obtained is then processed and analyzed descriptively. The results showed that the overall museum website designs have met the expectations of website visitors to good criteria based on the AISAS aspect, but the action and share indicators are expected to be further improved because they are still in the fairly good category. Based on the results of this study, it is expected that the design of the museum website can pay attention to every indicator in the AISAS aspect so that the museum website can meet the expectations of visitors to the museum website.
Keywords: *AISAS Model, Museum, Promotion*

INTRODUCTION

The development of information needs for the community needs to be considered. It becomes important because in creating informative content, it is necessary to consider what content needs to be conveyed to the public. The type of information will depend on the purpose and intent of the information provider. Information should be conveyed as completely as possible but in reality, not all information can be conveyed, so it is necessary to see what kind of information is most needed by the community so that further information becomes a priority to be conveyed.

Museum as an information institution that preserves cultural heritages, where all collections are secured and exhibited to the public. Even today, museums are not only seen as institutions providing information related to cultural heritage, but museums are also seen as one of the community's tourist destinations. As one of the information institutions, the museum aims to convey information held by its collection. Following what is mandated by Peraturan Pemerintah Nomor 66 tahun 2015 tentang Museum (Peraturan Pemerintah Nomor 66 Tahun 2015 Tentang Museum, 2015). It states that the museum as an institution is tasked with communicating its collections, so it can mean that museums must always strive to convey information that is shared with the community. This in line with the statement by ICOM (International Council of Museum) that museum is a non-profit organization that stands on a permanent basis in serving the information needs of the public, as well as linking and exhibiting collections for the purposes of study and human evidence (Yuni Pratiwi et al., 2020). It can be concluded that the museum is a non-profit institution that is open to the public and has the task of disseminating information from the collections on display. The museum does not aim to make profit, but the museum aims to cultivate historically valuable collections to be exhibited to the public either for education, research, or recreation. Museum is also an institution that can be used by the community as a place to learn while playing (edutainment) (Rahmatin & Mahagangga, 2016; Sadzali, 2021; Yudiantika et al., 2014)

Looking at the definition above, it can be seen that the museum has several functions. ICOM explained that the functions of the museum include the collection and safeguarding of cultural heritage, scientific documentation and research, conservation and preservation, distribution and dissemination of knowledge to the general public, introduction and appreciation of the arts, introduction to regional and national culture, visualization of cultural heritage, reflection of the growth of civilization, and generator of piety and gratitude to God (Departemen Kebudayaan dan Pariwisata, 2007). From some of these functions, it can be seen that in disseminating information, museums have an important role in increasing public understanding of historical events that occurred at that time. Historical objects, whether in the form of artifacts, monograms, weapons, or other historical relics, are preserved in the museum to meet the information needs of the public as museum visitors.

Each museum has its efforts in conveying the collection information it has. It is usually adjusted to the ability of the museum in terms of resources and management capabilities because not all museums have specific platforms to publish their information (Nugraha, 2020). Ideally, as one of information institutions, museums should be a source of information for the public where information is easily accessed. The results of this study also show how museums prioritize different types of information to be conveyed to museum visitors.

The types of information displayed by museums vary according to their needs. The information submitted has several types according to the intent and purpose of the communication conveyed. One type of information transmitted by museums is information about museum promotions (Hadiapurwa et al., 2021). In this study, several

aspects of promotional activities proposed by Sugiyama & Andree were discussed and referred to as the AISAS model. The AISAS model is closely related to consumer decision-making, where consumers obtain information or give attention to a product so that they are interested in finding information related to the product (Sugiyama & Andree, 2010). This AISAS model is a development of the AIDA and AIDMA models, developed by Dentsu in 2004. This model results from technological developments, where all aspects of life, including economic factors, can now be done digitally.

Implementing the AISAS model in this promotion is closely related to the use of digital media described previously. In general, this model is used by companies to distribute information related to a product online (Pelawi et al., 2019). This AISAS model discusses promotion strategies using digital media such as social media or websites. Compared to the two previous models, this model directly ignores consumer decision-making behavior and emotional processes, which is very important for measuring attitudes and changes in consumer behavior. Li and Turban also explained that this model is a relevant model for measuring buying behavior made by consumers online and is an innovative model to use (Cheah et al., 2019).

As previously explained, the implementation of the AISAS model is generally in online promotional activities. An example of the performance of the AISAS model in this promotion has been presented by Renta Yusantiar and Didit Widiatmoko Soewardikoen with the title "Designing Visual Identity for Tourism Promotion in Rembang Regency." This article discusses the promotion strategy for tourism in Rembang Regency by focusing on the potential possessed by the region. Although the AISAS model is technology-based, in this article, researchers combine physical media such as billboards to apply the attention element and websites/social media to use all the details in the AISAS model (Yusantiar & Soewardikoen, 2018). A similar study was also carried out by Surya Dinda Putri and Dini Salmiyah Fithrah with the title "The Effect of the #SamyangChallenge Online Marketing Campaign on Consumer Behavior of Digital Natives of Indonesian YouTube Users." The results of this study indicate that the implementation of the AISAS model by utilizing YouTube media has a tremendous influence, especially on the attention element, and the lowest is on the action element (Putri & Fithrah, 2018).

It is stated that museum visitors want museum promotion information related to attention, interest, search, action, and share (Hadiapurwa et al., 2021). Every aspect of the AISAS model becomes the basis for developing a website-based museum promotion information system. It seems that museums must develop a good promotion strategy to attract people to visit the museum. Utilizing digital media such as websites, social media, YouTube, and other digital platforms, can be one of the strategies. Currently, humans cannot get separated from technology in their activities. Almost all activities are available with just one tap on the smartphone. By using digital-based promotional media, the public can access information held by the museum anywhere and anytime.

This study aims to determine the results of the implementation of website development that has been developed based on the AISAS aspect so that the website description can meet visitor expectations based on the AISAS aspect for museum promotion needs. This research needs to be done to see how the results of the implementation of the museum promotion information system that have been developed and become the basis for further development of the system that has been developed based on the aspects of the AISAS model used.

METHODS

The approach used in this research is descriptive quantitative using a questionnaire. Researchers processed the data descriptively, then analyzed to obtain research results. Descriptive research is conducted to develop concepts and collect facts, and refers more to descriptive statistical analysis (Bajari, 2015). The respondents involved were 50 museum visitors, with the criteria determined by the researcher. The data obtained were then processed descriptively. Limited trials were used at the implementation stage for museum visitors. It is aimed to assess the suitability of the promotional content with what is needed by the community. In conducting the assessment, the researcher used the theory proposed by Sugiyama and Andree (Sugiyama & Andree, 2010) about the elements in promotional activities. The product implementation process is aimed at people who have visited one of the museums in Bandung. The public will then be asked to fill out an online questionnaire that has been prepared. The data that has been obtained is then processed and analyzed descriptively

RESULTS AND DISCUSSIONS

Attention

Based on the data obtained from the implementation results, the distribution of respondents' answers to the assessed products is in the following table:

Table 1. Percentage of Respondents' Answers to Attention Aspect Statements

No	Statement	Evaluation				Total Score	Total Score	Percentage
		Strongly Disagree	Disagree	Agree	Strongly Agree			
1	Information on the museum to be visited is found via the internet.	0	2	36	12	208	250	83,20%
2	The existence of the museum location is listed on the museum website.	0	3	33	14	208	250	83,20%
3	The museum website shows the advantages of the museum.	0	5	40	5	195	250	78,00%
							Average	81,47%

The results in the Table 1.1 shows the three statements on the element of attention. It indicates the museum to be visited, and its existence has a higher percentage, 83%. At the same time, the museum's superiority display provided by the website by 78%. From the average overall statements on this element, it can be concluded that implementing the attention element in website-based museum promotions is included in an excellent category. The table above shows that the implementation of the attention element in the rise of this website-based museum can attract the attention of visitors looking for information related to the existence and advantages of the museum. This is in line with statement that presence of information about museums on the Internet, the existence of the location, and information about the superiority of the museum, all of which are things that attract visitors to visit the museum website (Nugraha, 2020)(Hadiapurwa et al., 2021). In line with other research that aspect of attention to promotion, appearance of the promotion, content of the promotional message, and intensity of the presentation of the promotion can influence attention in a

positive direction (Silvana & Damayanty, 2014). So it is said that this attention element has been appropriate in its implementation. Attention element aims to attract visitors' attention to a product and have a significant influence on visitors to make a decision (Abdurrahim et al., 2019). In promotion, it also necessary to have the ability to grab the visitors' attention immediately, engage them, and get wider outreach (Javed et al., 2022). The implementation of this attention element means that the performance is appropriate because the museum has successfully attracted visitors' attention by utilizing the website.

Interest

After carrying out the implementation process, the distribution of answers for the aspect of interest was obtained. Details of the answers can be seen in the following table:

Table 1. Percentage of Respondents' Answers to Interest Aspect Statements

No	Statement	Evaluation				Total Score	Total Score	Percentage
		Strongly Disagree	Disagree	Agree	Strongly Agree			
1	Promotional content through the museum website generates interest in visiting the museum.	1	1	38	10	205	250	82,00%
2	Multimedia content promoted through the museum's website generates interest in visiting the museum.	0	5	41	4	194	250	77,60%
3	The museum's website display is interesting to visit.	0	6	37	7	195	250	78,00%
						Average		79,20%

The results in Table 1.2 show that the promotional content through this website is in the excellent category, with an average amount of 79.2%. It is seen in the first statement that many visitors feel that the promotional content provided by the museum website attracts them to visit (82%). They are followed by arguments about the website's attractive appearance in the eyes of visitors by 78% and statements about interesting multimedia content by 77%. Here it can be seen that the museum's promotion strategy is not only limited to including text but also involves multimedia and an attractive interface so that visitors feel that this museum is interesting to visit. It is crucial to pay attention to the information displayed to visitors because this element is related to good communication patterns with visitors so that visitors become interested in the products displayed because development of interest as an intra-individual

process (Hulleman et al., 2017). This is in line with the statement that promotional content, multimedia content, and website appearance to increase visitors' interest to visit the museum (Nugraha, 2020)(Hadiapurwa et al., 2021), promotion strategy as the promotion media to increasing the visitors' interest (Ariani et al., 2022) and situation can influence museum visitors' interest (Pourmoradian et al., 2021).

1.1 Search

Based on the data obtained from the implementation phase, the distribution of answers for the search aspect statement can be seen in the following table:

Table 2 Percentage of Respondents' Answers to Search Aspect Statements

No	Statement	Evaluation				Total Score	Total Score	Percentage
		Strongly Disagree	Disagree	Agree	Strongly Agree			
1	Information about the museum can be searched on the internet	0	4	34	12	204	250	81,60%
2	Information about the museum is explored further on the museum's website	0	9	33	8	190	250	76,00%
3	The museum website gives information about the location of the museum	0	1	39	10	208	250	83,20%
4	Information about the museum's opening hours can be found on the museum's website	1	2	33	14	207	250	82,80%
5	The museum's website lists the price of admission to the museum	1	3	37	9	200	250	80,00%
						Average		80,72%

From table 1.3, the most significant percentage is seen in statements related to museum location information of 83.2%. The lowest rate can be seen in the statement related to further searching for museum information, which is 76%. From this, the conclusion is that visitors most frequently sought information about the museum's location, opening hours, and entrance ticket prices. Visitors also search for general information about the museum through the website, but not in-depth, so the results on statements related to further museum information have a smaller percentage than other statements. However, the average of these elements can be said to be good because visitors can get information about the museum through the website correctly. This search element has been successfully implemented by the museum because, in

this element, visitors try to find information on the museum website. This is in line with statement that when build website museum promotion, the percentage results can be prioritized to developed (Nugraha, 2020)(Hadiapurwa et al., 2021). Visitors' need search for substantial amounts of information to decide and plan their trips, so Data Analytics and using the Google Trends tool can help museum to better understand the needs and expectations of visitors (Carvalho et al., 2020).

Action

After carrying out the implementation process, data were obtained from respondents with details that can be seen in the following table:

Table 3 Percentage of Respondents' Answers to Action Aspect Statements

No	Statement	Evaluation				Total Score	Total Score	Percentage
		Strongly Disagree	Disagree	Agree	Strongly Agree			
1	The information obtained through the museum's website made me decide to visit the museum.	2	11	33	4	176	250	70,40%
2	Multimedia content obtained through the museum's website is considered when deciding to visit the museum.	1	9	35	55	184	250	73,60%
3	The content displayed on the museum's website decided me to follow other social media owned by the museum.	0	31	18	1	139	250	55,60%
							Average	66,53%

Table 1.4 shows the assessments obtained in the action element. It can be seen that the highest percentage is found in statements related to multimedia content on the museum website at 73.6%. From this, it can be said that the content of this museum is the basis for visitors' considerations to decide whether or not they need to visit the museum. The smallest percentage can be seen in statements related to museum website content, with 55.6%. From this percentage, it can be said that almost half of the respondents decided to follow the museum's social media to find complete information. However, half of these respondents did not follow the social media owned by the museum. The average obtained for this element is 66.53%, so it can be said that implementing the action element on the museum website is quite good. However, this implementation is not optimal because there is no visitor motivation to visit the museum directly. Action element is an action where consumers make purchases (or visits in the context of museums) and where an experience is created where consumers have felt a

service or the product shown. The result in line with statement that the existence of multimedia content and other information needs to be considered in building a website because it has high essentiality to influence visitors when making decisions to visit the museum (Nugraha, 2020)(Hadiapurwa et al., 2021). Information search was the key to influences on actions (Xue et al., 2021). This is also in line with statement that learning at the museum is considered not just as a cognitive characteristic, as some perspectives propose, but also as affective (Hohenstein & Moussouri, 2017).

Share

Based on the implementation process, the data on the distribution of answers were obtained for the share aspect. Further explanation can be seen in the following table:

Table 4 Percentage of Respondents' Answers to Share Aspect Statements

| No	Statement	Evaluation				Total Score	Total Score	Percentage
		Strongly Disagree	Disagree	Agree	Strongly Agree			
1	I share the link to the museum's website with friends/family	1	21	26	2	157	250	62,80%
2	The information on the museum's website is shared with my friends/family.	1	15	31	3	170	250	68,00%
3	I redistribute the multimedia content on the museum's website to friends/family	1	25	24	0	147	250	58,80%
							Average	63,20%

The results in table 1.5 show the distribution of the answers to the three statements in the shared element. It is seen that the highest marks are in reports related to the behavior of sharing museum information with friends/family, 68%. The smallest percentage can be seen from statements associated with the conduct of sharing multimedia content on the museum website with friends/family. If you look at the average share element, it is said that the implementation of the shared component on the museum website is quite good, with a value of 63.2%. Respondents often share information provided by the museum website with their friends or family, but respondents do not usually carry out this information-sharing behavior. Visitors will share their experiences after experiencing a product or service with others. Museum need to disseminates information through social media platforms (Kadiasti & Mukaromah, 2022), logo, visual assets, and media strategy (Budi Haswati et al., 2022). This is in line with statement that informative content becomes important on a website (Nugraha, 2020)(Hadiapurwa et al., 2021).

If an overall analysis is carried out on the five promotional elements according to Sugiyama and Andre (Sugiyama & Andree, 2010), the following results can be seen:

Table 5 Percentage of Respondents' Answers Based on the AISAS Model

No	Aspect	Percentage	Criteria	Discussion
1	Attention	81,47%	Very Good	Can be maximized
2	Interest	79,20%	Good	Can be upgraded
3	Search	80,72%	Very Good	Can be maximized
4	Action	66,53%	Good Enough	Must be improved
5	Share	63,20%	Good Enough	Must be improved
6	AISAS (Overall)	74,99%	Good	Can be upgraded

In general, the above results are the results of the assessment given by the community of the designed product. The attention aspect received the highest rating with a percentage of 81.47%. This attention aspect is closely related to the promotional strategies used to attract consumers' attention (in the context of museum visitors). So it is said that the implementation of the attention element on the museum's website is excellent because it has succeeded in attracting visitors' attention to browse information about the museum. The next highest value is found in the search element, where users browse museum information further. The value obtained for this element is 80.72%, so it falls into the excellent category. It is said that the search element has been implemented very well because the information provided by the museum website includes what visitors want to know, such as information about the museum itself, the location of the museum, and ticket prices. Below is a picture of the scale of the average overall respondents' answers.
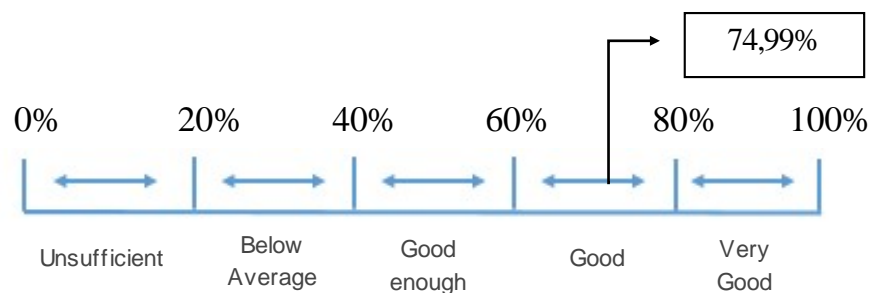
Figure 1. Average of Respondents' Overall Answers

From the scale in Figure 1.1 above, the conclusion is those website products designed to attract museum visitors are good. However, there is still much room to develop where the museum can maximize website design and implement the AISAS model for the better. Things that need to be considered by museums are information, content, and attractive displays so that there is an increase in visiting interest from potential museum visitors. In the action element, almost half of the visitors are less interested in following the social media listed on the website. Then on the shared component, it is seen that visitors do not often share their experiences in visiting museums. Thus, museums must maximize the implementation of this AISAS model. It is because, as one of the models used in promotional strategies, the AISAS model is based on consumer behavior in using digital media to find and share product information that is of interest to them (Kadiasti & Mukaromah, 2022). This model emphasizes the element of search and share, which arises from consumer habits in searching for information as the internet generation (Xue et al., 2021).

Several recommendations are submitted from the community through the suggestions column on the instruments that have been distributed, where the offers obtained include:

a) content is frequently updated
b) The appearance of the website is designed to be more modern and responsive nature
c) The names of the museums need to be grouped by region to facilitate the search for museums
d) Use friendly sentences
e) Using a more attractive product name
f) Need to be equipped with illustrations that show the character of the museum.

CONCLUSION

The results showed that the implementation was excellent for the element of attention. The website has succeeded in attracting the public's attention to the search for information related to the existing museum. Then for the component of interest, the implementation that has been done can be said to be good. The content provided by the museum website can attract the public's attention to obtain information on the website. Results for the search element have been implemented very well because the museum website has succeeded in meeting the information needs of the public regarding the museum on the website. Information obtained by the public includes location, opening times, and ticket prices. The action element can be said to be quite good in its implementation, where people get motivated to visit and follow several museum social media that the website has provided. Finally, the element of sharing can be said to be quite good, where the community gains an experience in browsing the museum's website and sharing it with their relatives. Although the average and the results of the implementation of the AISAS model are reasonable, it would be better if this website could be maximized in its development, primarily to fulfill the action and share elements.

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