

ABSTRAK

Penelitian ini bertujuan untuk menganalisis hubungan antara promosi pameran temporer Abhinaya Karya 2023 di Instagram Museum Sonobudoyo dengan minat kunjung pengguna Instagram. Data penelitian dikumpulkan melalui kuisioner yang disusun berdasarkan *variable independen*: pemasaran Instagram Museum Sonobudoyo, dan *variable dependen*: minat kunjungan pengguna Instagram. Dari populasi pengunjung pameran sebanyak 13.259 orang, ditentukan sampel penelitian sejumlah 388 responden melalui rumus Slovin. Analisis data dilakukan melalui pembobotan skala Likert, uji normalitas, serta uji hipotesis dengan metode statistik non-parametrik Spearman. Hasil penelitian menunjukkan bahwa promosi di Instagram dilakukan secara optimal dan berdampak positif terhadap minat kunjungan pengguna Instagram ke pameran Abhinaya Karya 2023. Uji hipotesis membuktikan adanya hubungan positif antara strategi promosi di Instagram dan tingkat minat berkunjung pengguna Instagram. Instagram terbukti menjadi media yang cukup efektif dalam mendukung keberhasilan pemasaran pameran temporer di Museum Sonobudoyo.

Kata Kunci : Instagram, pemasaran, Museum Sonobudoyo, minat kunjungan

ABSTRACT

This study is aimed to analyze the relationship between the Sonobudoyo Museum's Instagram promotion of Abhinaya Karya 2023 temporary exhibition and the Instagram user's interest in visiting the exhibition. The research conducted through deductive reasoning and applying quantitative approach. Research sample were 388 respondents, which is calculated from the population of 13529 exhibition visitors through Slovin formula. Research data were collected from questionnaire in which the questions is formulated from the independent and dependent research variables. Data analysis was carried out using Likert scale ratings, normality test, and hypothesis testing with Spearman's non-parametric statistical method. The results showed that Instagram promotion was optimized and had a positive impact on Instagram users' interest in visiting the Abhinaya Karya 2023 exhibition. Hypothesis testing proves a positive relationship between promotional strategies on Instagram and the level of interest in visiting Instagram users. Instagram is proven to be a fairly effective media in supporting the marketing success of temporary exhibitions at Sonobudoyo Museum.

Keywords: Instagram, marketing, Museum Sonobudoyo, visitor interest.