

Research Article

The Role of Instagram as Cyber Public Relation in Building Museum Images

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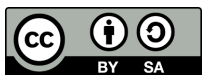
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Abstract: This study aims to analyze the role of Instagram as a Cyber Public Relations (CPR) medium in building the image of the Tumurun Private Museum in Surakarta based on Chris Heuer's 4C framework: context, communication, collaboration, and connection. The method used is qualitative with a case study approach, involving the analysis of posted content, interactions such as likes and comments, and engagement dynamics on the @tumurunmuseum account. The results indicate that context is established through educational visual narratives that integrate artistic aesthetics and cultural identity. The communication aspect is reflected in participatory two-way interactions, the use of informative language, and the utilization of visuals to reinforce messages. Collaboration is evident in the involvement of artists, the public, and key figures in content production and distribution, including user-generated content that expands the message's reach. Meanwhile, connection is realized through consistent posting, responsiveness, and the creation of emotional closeness with the audience. Thematic content strategies, content calendars, and support from public figures have proven to increase engagement and strengthen the museum's reputation as a progressive arts institution. Thus, Instagram functions not only as a publication medium but also as an effective social interaction space for building a positive image. This study underscores the importance of strategically utilizing social media in digital public relations practices. The implications of this research offer both theoretical and practical contributions to the development of cyber PR strategies for cultural institutions, particularly in optimizing social media to enhance audience loyalty and ensure the sustainability of public relations in the future.

Keywords: Cyber Public Relations; Public Relations; Instagram; Tumurun Museum; Museum Image.

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1. Introduction

Public Relations (PR) plays a crucial role in management. This includes assisting management in responding to and understanding public opinion, maintaining and building collaborative communication, providing support and understanding, and promoting cooperation between the public and the organization. PR also serves to highlight and clarify management's responsibilities as an effective communication technique, serving as a tool for anticipating changing trends, and further supporting management in efficiently following and adapting to change.

In addition to traditional methods, public relations activities can also be effectively implemented digitally. In some cases, traditional and digital methods can be implemented simultaneously. With technological advancements in this digital era, organizations are expected to utilize and understand information and communication technology effectively in the context of digital public relations. The goal is to encourage and support the organization's functions and goals. For example, organizations can implement strategies in public relations practices to manage their image and reputation using social media. Furthermore, the increasingly widespread use of social media has also been used by government agencies in various countries as a way to improve communication with the public (Yavetz, G., & Aharony, 2020).

In today's digital age, public relations professionals must understand and harness the potential of cyber PR. This includes managing online content, building communities on social media, and utilizing data analysis tools to identify trends and patterns in public communication. Overall, cyber PR has evolved into a vital part of modern public relations practice, playing a crucial role in shaping public opinion, building a positive image, and maintaining good relationships between an organization and its publics. The goal is to build

a positive image when dealing with negative issues from various parties through the production of clear and informative content.

The popularity of Instagram as a social networking site or image-based social media has seen a rapid increase in recent years (Choi, T. R., & Sung, 2018). In Indonesia, this social media platform ranks second as the most frequently used platform by Indonesian social media users (We Are Social, 2022). Instagram is also the most popular social media platform among internet users in Indonesia (We Are Social, 2022). Since its inception, Instagram has been known for its numerous features, allowing users to take photos, apply filters, and share their follower's posts. Furthermore, followers can also like and comment on posts (Kim, D. H., et al., 2017).

Currently, Instagram has developed features that suit the tastes of its audience, namely video. Instagram has made progress so that it allows its users to create video-based stories, video posts, and take live videos and short videos. Many of these new features are present to improve the Instagram user experience or the user experience of this social media. These features then make a major contribution to Instagram to compete with and beat or reach a higher level of use of other social media such as Facebook and Twitter. In addition, Instagram also has more average interactions per post compared to other social media (Casaló, et al, 2017).

The features provided by Instagram are very supportive, such as like, comment, share and save, this allows consumers or potential consumers to provide feedback on information disseminated by companies through content on Instagram (Jufrizen et al., 2020). This makes Instagram one of the social media that is widely used by companies to introduce their business and in building interactions with consumers. Instagram is considered to have high effectiveness and efficiency of use with minimal costs (Indika & Jovita, 2017).

Museums are also utilizing Instagram as a tourist destination. Museums are institutions responsible for preserving, protecting, and utilizing physical evidence of human cultural achievements. In the future, they should serve as a resource for scientific inquiry and investigation (Directorate of Museums in Prasetyo et al., 2022). With the development of technology and information, museums now come with a new packaging, namely with a touch of technology. This encourages people to visit museums on weekends and makes museums a regular destination of choice. However, this alone is not enough to introduce a product to the public; PR serves as an important bridge (Saputra, N. & Marta, 2020).

According to Chris Heuer, as explained in Solis (2010), there are 4C for managing social media, namely Context "How we frame our stories".

Explains how a message or story forms information such as meaning. From a message, and how the language and content of the message are used. Communication "The practice of sharing our stories as well as listening, responding, and growing"

How to share information which consists of how to listen, answer, or increase understanding by adding images or packaging messages which makes the user feel comfortable and the message is conveyed well.

Collaboration "Working together to make things better and more efficient and effective" There is a collaboration between an account or company and its users on social media to create good things to be more effective and efficient Connection "The relationships we forge and maintain".

Maintaining relationships that have been built. This can be done by doing something that is sustainable so that users feel closer to an account or company using social media (Solis, 2010).

Tumurun Private The Surakarta Museum, with its Instagram account @tumurunmuseum, is the subject of this research, as it is considered to be utilizing social media as a tool to build its image. Tumurun Private Museum is a private museum owned by the son of Iwan Kurniawan Lukminto, the founder of PT. Sritex, the largest textile company in Asia. This museum was established as a form of tribute to his father, HM. Lukminto, who was a collector and art lover. The establishment of this museum is also a tribute and appreciation to Indonesian artists whose work deserves to be recognized and appreciated by the general public. Tumurun itself has a hereditary meaning, which means inherited from generation to generation in the name itself (Saputri in Prasetyo et al., 2022).

There hasn't been much previous PR research evaluating activities on digital social media, particularly Instagram. Some previous research has focused solely on strategy presentations and implementation discussions on Twitter and Facebook. However, it's

important to remember that, due to the ever-changing dynamics of social media, evaluation is crucial to managing digital PR activities.

Previous research regarding the use of cyber PR in an institution by (Pratiwi & Bilal, 2023). This study examined three social media platforms: Instagram, Facebook, and Twitter. The study was conducted at the National Press Monument in Surakarta. The purpose of this study was to explain how the Public Relations of the National Press Monument in Surakarta uses cyber PR to build the institution's image post-pandemic. A descriptive qualitative approach was used to collect data through interviews, observation, and documentation. Previous research on the Tumurun Private Museum included two studies, the first entitled "Analysis of the Service Quality of the Tumurun Museum in Surakarta City Using Ordinal Logistic Regression." Wahyudi, et al, (2019) focuses on level analysis Tumurun Museum visitor satisfaction based on service quality factors, while other research is entitled optimization of Public Relations strategy model at Tumurun Private Museum Surakarta during the COVID-19 pandemic (Prasetyo et al., 2022) which focuses on optimizing PR strategies at the Tumurun Museum during the COVID-19 period.

This article discusses the role of social media, specifically Instagram, as a cyber PR communication medium for the Tumurun Museum image. This study aims to determine digital PR activities on the Tumurun Museum Instagram account and conduct an evaluation. This research was conducted using qualitative research methods, an approach taken through a case study of the Instagram account. Digital PR activities are activities carried out by PR practitioners to be able to present messages to brand the Tumurun Museum.

2. Literature Review

Communication Strategy

Communication is the process of transferring a message or information from one party to another so that the message can be understood. Communication can occur through words or non-verbal actions. Communication also helps individuals understand each other and foster good long-term relationships. Communicating to achieve a specific goal requires a strategy so that communication can proceed smoothly and the message being conveyed will be well received. A communication strategy is a plan for managing communication to achieve a specific goal. The strategy should detail how it can be implemented practically, with flexibility in approach depending on changing situations and conditions. (Dermawansyah, M., & Rizqi, 2021).

A communication strategy can be defined as an organization's use of communication objectives to fulfill its mission. There are three essential components to a communication strategy: stakeholders, change messages, and channels for delivering the message. Based on this description, it can be said that a communication strategy is essentially a communication plan to achieve a predetermined goal through a pattern of concrete actions that are implemented (Sudi et al., 2023).

Public Relation

Public Relations (PR) is a communication channel aimed at building and maintaining good relationships with both internal and external audiences. Communication conducted by PR is two-way, involving interactions between an institution and its publics to create harmonious relationships. The primary function of PR is to foster internal and external relationships, promote, and publicize the institution's activities with positive values. In the context of PR, the public refers not only to external parties of the organization but also to internal individuals such as employees (Amanda et al., 2022).

The function of public relations includes the following: supporting management activities in achieving organizational goals, creating two-way communication by disseminating information from the company to the public and channeling public opinion to the company, serving the public and providing advice to organizational leaders for the public interest, and fostering harmonious relations between the organization and the public, both internal and external, providing information to the public, conducting persuasion to change the attitudes and actions of the public, trying to integrate the attitudes and actions of an agency or institution in accordance with the attitudes or actions of the public or vice versa (Supada, 2020).

Cyber Public Relation

Cyber public relations is a form of public relations that focuses on delivering publicity through internet platforms. Cyber public relations activities and responsibilities consist of efforts to reach a broad external audience, carried out by public relations practitioners. With

cyber public relations, public relations practitioners can more easily develop corporate information or messages, flowing information from internal to external audiences without needing to rely on the presence of journalists from mass or print media (Savitri et al., 2022).

Cyber Public Relations practice is a part of Public Relations activities that have been adopted by many agencies and companies, both at the national and multinational levels, including banks, corporations, governments, non-governmental organizations, institutions, universities, and others that have websites on the internet. The use of digital media has become a crucial aspect for every company and institution in meeting the information needs in this era. This is essential for PR practitioners to build networks with all consumers and relationships relevant to the company's development (Gunawan, A. I., & Nugraha, 2022).

Instagram

Instagram, as the leading social media platform today, has achieved high popularity worldwide. However, many still don't understand the true meaning of the term "Instagram." The word "Instagram" consists of two elements: "insta," which refers to instant, inspired by Polaroid cameras that can print photos after the object is photographed, and "gram," which comes from the term telegram, reflecting a fast and efficient medium for information delivery (Muharam et al., 2022).

One of the social media that is widely used as a communication medium and has various interesting features. One of them is Instagram. After gaining popularity as an application used by many individuals for personal purposes, Instagram can also be a tool for business people in developing and promoting their businesses. Many Instagram users utilize this app to sell products or services and also to promote tourist attractions through photo and video uploads. Instagram is a social media platform that allows users to share photos and videos with each other and create short stories using the Instagram feature stories (Kuswandy, J., & Aulia, 2022).

Instagram is one of the most popular social media platforms in the world, especially among the younger generation. In the first quarter of 2021, the number of active Instagram users globally reached 1.07 billion. According to We Are Social, in Indonesia, as of July 2021, there were 91.77 million Instagram users. The majority of Instagram users are aged 18 to 24, reaching 36.4 percent. Instagram ranks third as the most popular social media platform after YouTube and WhatsApp. Furthermore, Instagram is also an attractive platform for business development, with various features offered to facilitate access to information that can be used in business development (Mahendra & Nofandri, 2026). This section must contain a state-of-the-art explanation. It can be explained in several ways. First, you can discuss several related papers, both about objects, methods, and their results. From there, you can explain and emphasize gaps or differences between your research and previous research. The second way is to combine theory with related literature and explain each theory in one sub-chapter.

3. Method

This research uses a qualitative research method with a case study approach. A case study is a research method that utilizes various data sources to systematically conduct research, analysis, and provide a comprehensive understanding of various aspects of an individual, group, program, organization, or event. This case study method focuses on exploring a particular system comprehensively, limited to one or a few cases. This is done by collecting detailed data from various sources of information rich in context (Creswell, 2014), the documentation method involves collecting data from Instagram account posts, such as uploads, likes, and comments, which are interactions related to the content created. Case studies can be used to deepen understanding of how the Tumurun Museum uses Instagram as a medium to promote the museum and shape its image in the eyes of the public.

Next, the researcher used secondary data from the research location. This included location documentation and other references related to the research subject. According to Daymon (2008), this type of documentation data can be in the form of writing, audio, notes, images, or digital information. This data was obtained from literature references, documentation, and information from Lokananta's posts on social media, such as Instagram, where online activity was observed virtually, including stories, feeds, reels, and other posts.

4. Results and Discussion

Located in Surakarta, Indonesia, the Tumurun Museum is a leader in supporting arts education, with a collection of works from masters to aspiring young artists. Located in the heart of Surakarta, the museum offers accessible and affordable access for all levels of society. The Tumurun Museum encourages visitors to physically experience artwork, reinvigorating the idea of experiencing art through our own eyes in an age where screens seem to take over our lives. It acts as a lens into Indonesia's vibrant artistic heritage and landscape.

The Tumurun Museum aims to develop and advance art education in Surakarta and its surrounding areas, as well as to present discussions between Indonesian and international art, while bridging the gap between generations. This museum embodies the idea of adapting to an ever-changing world, firmly believing in the essence of art's ability to change the world and striving to remain engaging and progressive. Furthermore, the Tumurun Private Museum provides a new perspective on the art community and provides a platform for artists and visitors to begin or continue their journey in the art world through special exhibitions held twice a year (Tumurun Museum, 2023).

One of the innovations offered by the Tumurun Private Museum is its official website, www.tumurunmuseum.com. Through this website, people can reserve tickets to visit the museum in two ways: first, by selecting the event menu and choosing an available open house schedule, then registering and filling out the provided form. There are 10 groups, each with a 30-minute time limit, and each has a limited number of seats. Second, by making an online reservation (Septianto in Prasetyo et al., 2022).



Figure 1. Instagram profile @tumurunmuseum.

As an Instagram account for a tourist destination, the @tumurunmuseum Instagram account has a large following of 52.8 thousand followers. This served as the basis for selecting the Tumurun Private Museum Instagram account as the research object. This study took three exhibition themes uploaded to the @tumurunmuseum Instagram account. Three posts with the most interaction were selected for each of the three exhibitions, as seen from the number of likes and comments. Analysis was conducted to evaluate the quality performance of each platform. This looked at the increase in the number of followers, the level of engagement, and the expected response. Assessing media is an important strategy to face this change, especially for good communication. This is inevitable because the majority of people have turned to cyberspace to get the information they seek. Choosing social media as a communication tool allows people to more easily access information wherever and whenever they want.

According to Heuer's theory, context means understanding the social space, values, and goals of digital communication. For @tumurunmuseum, context is built through the museum's active presence on social media. Each post and exhibition is designed not only to support publications but also to educate the public about the importance of paying attention to and appreciating Indonesian arts and culture. The museum conveys a narrative about art by emphasizing the image of a modern art institution that remains rooted in tradition and culture. Thus, the digital context created is an educational and aesthetic space that is not only synonymous with exhibitions, but also identity and culture.

Tumurun Private Museum constructs its context by adopting Instagram's visual aesthetic—a visual language that integrates contemporary aesthetics with an educational approach. Each post is a full-fledged exposition, presented with harmony between text,

imagery, and curatorial style. The creation of order in the curation and the selection of exhibition themes, such as "The Seduction of Coconut Island" and "Kiwari," demonstrate a sensitivity to the times. Here, context not only frames the message but also creates and shapes the experience.

Communication in Heuer's theory examines the reciprocal, participatory dimension of communication. For example, on @tumurunmuseum, communication demonstrates interactive participation between museum administrators and followers. Comments, likes, and reposts serve as a means of social dialogue reflecting the public's positive response to the museum. The captions for posts are friendly, educational, and informative, emphasizing emotional appeal. This demonstrates a shift in public relations practice, particularly from linear to participatory communication, where the public is not merely a recipient of messages but rather contributes to building the museum's image.

Communication isn't just built on words, but can also be built on images. On Instagram, images can convey messages with visual power. Museum exhibitions, visitors, and events, the atmosphere and activities enhance the museum's reputation. Public figures like Susi Pudjiastuti and Nicholas Saputra enhance the museum's communication with the public, providing trust and social proof. Tumurun's digital communication prioritizes ensuring a symbol of trust by incorporating the institution's artistic value and professionalism.

Heuer views collaboration as a cooperative social act that enriches the digital communication ecosystem. In the case of the Tumurun Museum, collaboration is evident in how the caretakers, artists, and the public participate in the dissemination of information and the construction of meaning. This collaboration occurs not only in the physical exhibition space but also in the virtual realm through audiences who actively support the exhibition by sharing museum content on social media. The practice of user-generated content (UGC) demonstrates cultural collaboration that strengthens the museum's visibility and authenticity.

Furthermore, collaborations with museum administrators, artists, and public figures provided momentum for Tumurun's digital branding. Engagement with artists such as Christine Ay Tjoe and Melati Suryodarmo, for example, enhanced the quality of exhibitions and added aesthetic legitimacy to the virtual space. The presence of public figures expanded social networks and brought new audiences into the art conversation. Thus, enhanced digital collaborations served as a PR strategy that not only increased engagement but also enriched the collective narrative around art and identity.

In Heuer's final framework, connection signifies a sustained social connection between an organization and its community. The @tumurunmuseum account successfully builds a strong connection with its audience through consistent posts and responsive interactions. The museum not only presents informative content but also fosters a sense of community through invitations to visit, event promotions, and visitor appreciation. This connection demonstrates the transformation of public relations—from passive visitors to an active arts community engaged in the museum's cultural mission.

The digital connections built don't stop at the level of interaction, but develop into emotional attachments. Account followers feel like they're part of the museum's creative journey. With a consistent narrative, Tumurun creates brand attachment—a psychological bond between the public and the institution. The repetition of exhibition themes with nuances of nationalism and artistic diversity also strengthens collective empathy. This form of social connection is the foundation for a sustainable positive image in the digital space.

Heuer's four pillars—context, communication, collaboration, and connection—work synergistically in Tumurun Museum's cyber PR strategy. Context provides a framework for meaning, communication fosters dialogue, collaboration expands participation, and connection fosters public loyalty. This entire process demonstrates that digital imagery is not built instantly, but rather through layered and consistent social relationships. Instagram serves as a social space that balances aesthetics, strategy, and public participation. Viewed through Chris Heuer's theory, Instagram's role in shaping the image of the Tumurun Private Museum represents a new paradigm of cultural communication, shifting from a closed institution to a collaborative and connected public space. Museums are no longer simply repositories of artifacts, but rather social entities living in the digital world. By combining cultural context, two-way communication, cross-actor collaboration, and emotional connection, the Tumurun Museum has successfully established an image as a progressive arts institution aligned with the values of openness and participation in today's digital society. The results of the study show that the approach used by the Instagram account @tumurunmuseum to carry out cyber PR activities is done by creating upload themes that match the theme of the ongoing art

exhibition at Tumurun Private Museum and also creating a content calendar to attract Instagram users to be interested in viewing the content uploaded on the Instagram account @tumurunmuseum. Instagram is also used as a communication channel to convey messages through content related to ongoing activities at Tumurun Private Museum. The content on this account is displayed regularly. This is part of Tumurun Private Museum's commitment to carrying out cyber public relations activities through the Instagram social media platform.

Cyber PR is inevitably linked to image building. By using this cyber PR strategy, communication with the public or audience will be more consistent, with a faster response between sender and recipient, more interactive, and more efficient. With the emergence of new media platforms, organizations like the Tumurun Private Museum are able to use them as a platform to disseminate information about their activities and existence. One way to do this is through social media accounts like Instagram. In cyber PR practices, social media can help users connect more easily, especially between audiences and organizations or institutions.

Tumurun Private Museum uses cyber PR strategies for various purposes, including encouraging followers to attend, providing information about collaborations with other parties, and promoting events, particularly its regular art exhibitions. The results of content analysis can also help understand the message conveyed and how users react to published content. Therefore, it can be concluded that the use of Instagram for cyber PR is crucial for building an organization's or company's reputation. Tumurun Private Museum successfully employed this cyber PR strategy and used it as a platform to disseminate information and publications quickly and easily.

The benefits of using Instagram as a way to share information or publish about an organization's goods and services include wider public access and the ability to influence public perception of the entity in question. The use of social media is a very important strategy to maintain and improve the positive image of Tumurun Private Museum. By using Instagram, Tumurun Private Museum can get closer to the community and influence public perception and attitudes. This shows that the use of social media is a strategy in maintaining and improving the positive image of Tumurun Private Museum. The use of Instagram as a tool for publication, promotion, and brand image building is also a major focus in Cyber PR practices.

5. Conclusion

Based on the research results, it can be concluded that the use of Instagram @tumurunmuseum has proven effective as a cyber public relations tool in building a positive image of Tumurun Private Museum. The strategies implemented, such as consistency in managing content according to exhibition themes, utilizing a content calendar, and involving public figures, were able to increase audience engagement, expand the reach of information, and strengthen the museum's reputation as a progressive arts institution. Thus, Instagram not only functions as a publication and promotional medium, but also as an interactive communication platform that strengthens the relationship between the museum and the wider community.

However, this study is limited by its scope, which focused solely on the Tumurun Private Museum Instagram account and three exhibition themes. The results obtained may not necessarily represent the overall communication strategy, including the use of other digital platforms. Therefore, future research is recommended to expand the study by involving other social media platforms such as TikTok or YouTube, and combining it with audience perspectives through surveys or in-depth interviews. Further research could also highlight the long-term effectiveness of cyber PR, for example, its influence on audience loyalty and its tangible contribution to the number of museum visits.

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