

ABSTRAK

VINY PUTRI AZZARA. NIM 2020110019. Analisis Konten Instagram Terhadap Minat Pengunjung (Studi Kasus: Museum Seni Rupa dan Keramik). Dibawah bimbingan Bapak Tanjung Prasetyo, SE, MP.

Penelitian ini bertujuan untuk mengetahui pengaruh konten lukisan dalam akun Instagram Museum Seni Rupa dan Keramik di Jakarta terhadap minat pengunjung. Meskipun konten keramik dan pottery class mendapatkan lebih banyak perhatian, konten lukisan memiliki insight yang rendah. Dengan menggunakan metode kuantitatif, survei dilakukan kepada 100 pengikut akun Instagram museum. Hasil analisis regresi linear sederhana menunjukkan bahwa konten Instagram secara positif dan signifikan mempengaruhi minat pengunjung dengan nilai signifikansi $0,000 < 0,05$ dan uji t menunjukkan hasil sebesar $9,723 > 1,984$ yang artinya variabel Konten Instagram berpengaruh terhadap Minat Pengunjung. Museum ini memiliki dampak signifikan terutama pada kalangan muda, terutama perempuan di Jabodetabek, dengan potensi menarik perhatian nasional. Meskipun foto mendapat penilaian rendah, museum berhasil menarik perhatian pada konten lukisan.

Kata kunci: Instagram; Konten Lukisan; Minat Pengunjung; Museum Seni Rupa dan Keramik.

ABSTRACT

VINY PUTRI AZZARA. NIM 2020110019. Instagram Content Analysis on Visitor

Interest (Case Study: Museum of Fine Arts and Ceramics). Under the guidance of Mr. Tanjung Prasetyo, SE, MP.

This research aims to determine the influence of painting content on the Instagram account of the Museum of Fine Arts and Ceramics in Jakarta on visitor interest.

Although ceramic and pottery class content receives more attention, painting content has low insight. Using a quantitative method, a survey was conducted on 100 followers of the museum's Instagram account. The results of simple linear regression analysis show that Instagram content positively and significantly influences visitor interest with a significance value of $0.000 < 0.05$ and the t-test shows a result of $9.723 > 1.984$, meaning that the Instagram Content variable influences Visitor Interest. This museum has a significant impact, especially on young people, particularly women in the Greater Jakarta area, with the potential to attract national attention. Although photos receive low ratings, the museum successfully attracts attention to painting content.

Keywords: Instagram; Painting Content; Visitor Interest; Museum of Fine Arts and Ceramics