

ABSTRAK

Museum Purbakala Bumiayu memiliki peran penting dalam melestarikan peninggalan sejarah dan budaya lokal, namun tingkat kunjungan masyarakat masih tergolong rendah karena strategi komunikasi inovasi yang belum optimal. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pengelolaan Museum Purbakala Bumiayu dalam meningkatkan jumlah pengunjung melalui pemanfaatan media sosial, dengan meninjau efektivitasnya berdasarkan teori difusi inovasi. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, serta dokumentasi, kemudian divalidasi dengan triangulasi sumber. Hasil penelitian menunjukkan bahwa pengelola museum telah menerapkan berbagai strategi komunikasi seperti pemanfaatan Instagram, TikTok, program edukasi “*Museum Go to School*”, serta kolaborasi dengan sekolah dan komunitas lokal. Strategi ini terbukti mampu menarik minat generasi muda dan meningkatkan kesadaran masyarakat terhadap pentingnya pelestarian sejarah lokal. Kesimpulan penelitian ini adalah bahwa strategi komunikasi berbasis media sosial dengan pendekatan edukatif interaktif efektif dalam memperkuat citra museum sekaligus meningkatkan jumlah pengunjung.

Kata Kunci: Strategi Komunikasi, Media Sosial, Difusi Inovasi, Museum

ABSTRACT

The Bumiayu Archaeological Museum plays a crucial role in preserving local historical and cultural heritage; however, the number of visitors remains relatively low due to less effective communication and innovation strategies. This study aims to analyze the communication strategies employed by the museum's management to increase visitor numbers through the use of social media, examined within the framework of the diffusion of innovation theory. This research employed a qualitative descriptive method, utilizing data collection techniques that included in-depth interviews, observations, and documentation, which were validated through source triangulation. The findings reveal that the museum management has implemented several communication strategies, such as the use of Instagram and TikTok, the educational program "Museum Go to School," as well as collaborations with schools and local communities. These strategies have proven effective in attracting young audiences and raising public awareness of the importance of cultural preservation. The study concludes that social media-based communication strategies, combined with interactive and educational approaches, are effective in strengthening the museum's image while simultaneously increasing visitor numbers.

Keywords: Communication Strategy, Social Media, Diffusion of Innovation, Museum