

## INSTAGRAM SOCIAL MEDIA TRAINING TO INTRODUCE THE BRAWIJAYA MUSEUM COLLECTIONS TO THE DIGITAL PUBLIC

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### ABSTRACT

Brawijaya Museum is a military history center in Malang City that has a wealth of valuable collections. Unfortunately, this museum is not yet fully known by the digital community. Limitations in digital communication strategies, especially through social media, have limited the museum's reach to visits by educational institutions such as student groups facilitated by teachers. This community service activity aims to provide training in the use of social media, especially Instagram, to the management of the Brawijaya Museum to increase the visibility and appeal of the museum's collections to the wider public. The methods used in this activity include technical training, assistance in creating visual content and interactive narratives, optimizing Instagram features, and preparing guidelines for implementing Instagram social media management for the sustainability of the museum's existence on social media. The active participation of partners in each stage of the activity strengthens the sustainability of the program, while increasing their capacity to manage digital media independently. The results of this activity show an increase in the ability of partners to produce and manage content on Instagram, as well as the preparation of a digital communication strategy for managers. This activity is expected to be a model for strengthening digital capacity for other institutions in reaching the digital community more effectively.

**Keywords:** Training, Social Media, Museum, Digital Society

### A. INTRODUCTION

Museums are non-profit, permanent institutions that serve the broader community and are open to the public, with the primary purposes of conservation, research, communication, and the presentation of learning outcomes, education, and artifacts related to human history (Alexander et al.,

2017). Museums encompass various fields of education, including scientific discoveries, history, and art. Their main focus is to meet the needs of society by functioning as spaces for informal education as well as venues for exchanging knowledge and experiences (Murdiastomo et al., 2023).

One of the most common types of museums found in Indonesia is the history museum, particularly the national history museum. National history museums play a strategic role in education by providing authentic and in-depth learning resources about the journey of a nation. In addition to serving as educational facilities and repositories for historical artifacts, museums also convey values that are beneficial to education, culture, and recreation (Chatulistiwa et al., 2024). In this context, the Brawijaya Museum possesses a rich collection that enhances understanding of national history, fostering greater appreciation for the contributions of national heroes and strengthening the spirit of nationalism (Sukardi & Sepriady, 2020).

However, as a military museum, the Brawijaya Museum carries more specific and demanding institutional responsibilities compared to general museums (Carver & Carver, 2000). Such institutions are tasked not only with preserving past legacies but also with actively maintaining and promoting the image of the military, state patriotism, and national identity. From a communication science perspective, this creates a unique organizational communication challenge: bridging rigid, formal, and state-centric historical narratives with the dynamic needs of modern audiences.

Social media, as a new medium of communication, plays a vital role in resolving this challenge by enhancing communication effectiveness, audience reach, and message delivery (Wang et al., 2024). Historically, museum communication was strictly linear and one-way (from curator to visitor). Today, social media transforms this into dialogic, two-way communication, shifting the museum's role from a passive repository to an active, interactive communicator. Activities such as history quizzes, virtual exhibitions, and digital storytelling foster a participatory culture, bringing history closer to everyday life. Furthermore, the use of digital technology in history education has been proven to improve

students' historical thinking skills and raise public awareness regarding the preservation of cultural heritage (Firmansyah, 2024).

Despite the proven benefits of digital media, there remains a significant gap in understanding how military institutions specifically negotiate their formal identities within the informal, highly interactive realm of social media sustainability. Therefore, this research is highly worthy of investigation. It contributes directly to the development of communication science, particularly in the sub-fields of strategic communication, digital public relations, and new media studies, by providing empirical insights into how specialized state institutions design digital messages, engage public participation, and reconstruct historical narratives for a digital-native generation.

## **B. IMPLEMENTATION AND METHODS**

The study method in this community service activity employs a qualitative approach. Data was collected through direct observation during the training sessions and interviews with the management of the Brawijaya Museum as training participants. In addition, documentation of the museum's social media account management activities served as supplementary data for analysis. The collected data was analyzed using a qualitative descriptive method to understand the participants' perceptions and experiences. Thus, the data obtained from the implementation of the community service program serve as the primary basis for evaluating the effectiveness and success of this activity.

## **C. RESULTS AND DISCUSSION**

The outcomes of this community service and research activity include the identification of the partner's problems, training to enhance the partner's capacities, and the formulation of solutions to address these problems. The capacity-building training sessions were conducted over four meetings, while the formulation of problem-solving strategies was carried out through one formal meeting and several informal discussions.

### **a. Identification of Partner's Problems and Characteristics**

The Brawijaya Museum is a historical institution that plays an important role in historical education, cultural preservation, and the cultivation of nationalism, particularly among the people of Malang City. However, like many other military museums (Qi, 2023), it faces challenges in reaching wider audiences beyond institutional visits, especially among younger generations. One of the main causes of the museum’s limited public reach is the minimal utilization of digital technology and social media as tools for promotion and communication (Alivizatou, 2006). In today’s digital era driven by the speed of information and visual engagement.

Another challenge lies in the background of the museum’s management, most of whom are members of the Indonesian National Armed Forces (TNI), with a primary focus on the preservation of physical museum assets. The lack of expertise in digital marketing and trend-based communication strategies has hindered the museum’s ability to manage its publicity effectively. Without capacity-building efforts in this area, the museum risks falling behind in addressing the communication and promotional challenges of the digital age (Breeze, 2021). Considering the vital role of museums in fostering historical awareness and cultural identity (Zhu, 2024), concrete measures are needed in the form of training and mentoring on social media utilization for the museum’s management team.

Table 1. The comparison between domestic and international studies on Museum Digital Communication

Comparison Aspect	Indonesian Research Context	International Research Context
<b>Primary Focus</b>	The adoption phase of social media marketing to boost visit intentions and public awareness.	Advanced, systemic integrations of digital technology and comprehensive staff capacity building.
<b>78 Key Examples &amp; Subjects</b>	Studies on Sonobudoyo, Museum Sandi, and, National Museum.	Studies on European Holocaust museums/memorials and the Museum Sector Alliance (Mu.SA) project.
<b>Core Challenges</b>	Lack of dedicated, digitally literate human resources; difficulty translating formal history into engaging content.	Fundamental gap in staff digital competencies; tension between presenting solemn history on informal platforms.
<b>Maturity of Solutions</b>	Focuses on proving the basic efficacy of platforms (like Instagram) and executing foundational digital PR.	Focuses on standardized "digital competence" frameworks, MOOCs, and ethical digital storytelling.
<b>Position of Current Study</b>	Bridges the gap by providing targeted, hands-on social media training for military (TNI) management at Brawijaya Museum, moving beyond basic adoption toward structured capacity building.	Aligns with the global need for structural upskilling but applies it to the unique, localized context of a state-run military institution in Indonesia.

To address these challenges effectively, it is crucial to examine previous research on museum digital communication and capacity building, both within Indonesia and internationally, it can be seen at Table 1. In the Indonesian context, studies primarily focus on the adoption phase of social media marketing to boost visit intentions and public awareness. For instance, research on the Sonobudoyo and Sandi Museums in Yogyakarta highlights that active, trend-based Instagram marketing significantly correlates with millennial visitor interest, yet success relies heavily on dedicated, digitally literate human resources. Similarly, studies on the National Museum emphasize the transition from physical object management to audience-centric digital public relations, demonstrating that interactive content is vital for bridging the gap between formal museum collections and digital-native audiences.

Internationally, research explores more advanced, systemic integrations of digital technology in historical and military museums. A comprehensive study on Holocaust museums and memorials across Europe by Manca et al. (2021) revealed that while the vast majority view social media as essential for remembrance and outreach, they universally struggle with the tension between presenting solemn, formal history on informal platforms. Furthermore, international initiatives like the European Museum Sector Alliance (Mu.SA) project highlight a broader structural approach to the problem, focusing on developing standardized "digital competence" frameworks and massive open online courses (MOOCs) to systematically upskill museum professionals in 21st-century digital strategy.

Comparing these two contexts reveals notable similarities and differences. Both domestic and international studies agree that the primary bottleneck for museum digital communication is not a lack of technology, but a fundamental gap in staff digital competencies and a lack of dedicated resources. Furthermore, both face the identical challenge of translating rigid, historical narratives into engaging digital content. However, a key difference lies in the maturity of the solutions proposed: while international research often tests advanced, standardized frameworks for digital upskilling and ethical digital storytelling, Indonesian research is still largely focused on proving the basic efficacy of social media platforms (like Instagram) and executing foundational digital PR strategies for long-term

sustainability. This comparison underscores the novelty of this research; by conducting hands-on social media training for TNI members managing the Brawijaya Museum, this study bridges the gap between basic platform adoption and the need for structured digital capacity building within a specialized, state-run historical institution.

b. Training on Instagram Account Creation and Security

The first training session (figure 2) in the community service program was held on May 15, 2025, at the Binaljarahdam V/Brawijaya Hall. The main objective of this session was to equip the museum's management with fundamental knowledge of social media use, particularly Instagram, as a strategic tool for public communication and promotion. The training applied a participatory approach, combining direct demonstrations with individual and group practice sessions. Participants gained not only theoretical understanding but also practical skills in managing an official institutional social media account, which ultimately resulted in the creation of an active Instagram account for the Brawijaya Museum. Through this training, the museum's (figure 1) management began to recognize the importance of digital presence to broaden communication outreach, attract the attention of younger generations, and strengthen the museum's existence as a center of historical education that adapts to technological developments.



Figure 1. Training on the creation and security of the museum's Instagram social



Figure 2. Training on Instagram content creation at the Brawijaya Museum.

#### c. Training on Photography and Videography

The second training session was held on May 21, 2025, at the Brawijaya Museum, focusing on developing technical skills in photography and videography to support social media content creation. This activity was designed to provide museum staff with a foundational understanding of simple yet effective techniques for capturing engaging images that could be easily applied in their daily work context. After the photo and video shooting sessions, participants were introduced to user-friendly application-based editing tools, Canva for photo editing and CapCut for video editing. This approach was chosen because both platforms are free, easily accessible, and equipped with sufficient features for producing quality visual content. Through this training, the museum staff not only acquired basic technical skills but also developed an understanding of the importance of communicative visuals in attracting digital audiences.

#### d. Training on Digital Communication Using Popular Language

The third training session (figure 3 & 4) was held on June 4, 2025, at the Brawijaya Museum, focusing on developing digital communication skills using popular language appropriate for social media platforms, particularly Instagram. The objective of this session was to help the museum's management understand the importance of adopting a communication style that resonates more closely

with digital audiences, especially younger generations. During this session, participants were introduced to the characteristics of semi-formal language commonly used on social media, language that remains polite yet communicative, light, and easy to understand.

In addition to theoretical discussions and analysis, the training introduced the use of ChatGPT as a tool to assist in crafting engaging, informative, and visually relevant captions. Participants were given the opportunity to practice by generating captions based on content descriptions, desired tone of communication, and target audience. The resulting captions were then reviewed and discussed collectively to enhance participants' understanding of effective digital communication principles. The training had a positive impact on improving participants' ability to compose contextual and appealing digital narratives.



Figure 3. Training on narrative language creation at the Brawijaya Museum.



Figure 4. Training on communicative social media language at the Brawijaya Museum.

e. Training on Optimizing Social Media Features

The fourth training session was held on June 18, 2025, at the Brawijaya Museum, focusing on optimizing the use of various Instagram features. The main objective of this session was to enhance the museum management's ability to fully utilize the platform's potential in order to create more active and engaging interactions with followers and digital audiences. The training then discussed content scheduling strategies based on analyses of optimal posting times. Referring to general algorithmic insights and audience behavior patterns, participants learned how to determine the most effective times to publish museum content to achieve higher engagement rates. The material was delivered in an applied manner through simulations of scheduling and evaluations of interaction metrics from previous posts. Through this training, participants not only gained a technical understanding of Instagram's features but also developed the ability to plan publication strategies more systematically and measurably.

f. Development of the Digital Communication Guidelines

The final activity in this community service program was held on June 25, 2025, at the Bantaljarahdam V/Brawijaya Hall. This session focused on the development of digital communication guidelines for managing the social media accounts of the Brawijaya Museum. During the activity, participants, comprising museum administrators and personnel from Bantaljarahdam V/Brawijaya actively engaged in discussions and the finalization of the guideline draft that had been prepared during the mentoring process. The document includes principles of digital communication, standard operating procedures for content creation and uploading, guidelines for audience interaction management, and account security measures to prevent potential cyberattacks. Crucially, to ensure long-term sustainability, the guidelines also address the specific challenge of human resource turnover inherent in military institutions, where personnel are frequently reassigned. By codifying these digital strategies into a formal, standardized document, the museum ensures a seamless handover process. This

preserves institutional knowledge and maintains the continuity and quality of the museum's digital presence, regardless of future staff rotations. This activity marks the transition from the training phase to the stage of independent implementation. With the establishment of a systematic guideline, the Brawijaya Museum now possesses a solid foundation for managing its digital presence.



Figure 5. Development of the guidelines

#### **D. CONCLUSION**

The results of this community service program demonstrate the successful development of a guideline for managing the museum's official Instagram account, which can serve as a reference for future administrators of Brawijaya Museum across different leadership periods. In addition, the personnel of Bantaljarahdam V/Brawijaya, particularly those assigned to the museum, have gained a comprehensive understanding of digital content production for long-term sustainability, the implementation of security practices in social media management, and the ability to operate the account effectively and sustainably. This capacity enhancement is expected to support the optimization of the museum's digital communication, as well as to broaden and sustained public engagement and outreach in promoting greater awareness of the museum's collections and historical heritage.

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