

Keikutsertaan pelanggan dalam twitter Ismaya Live = Customer engagement twitter Ismaya Live

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20368948&lokasi=lokal>

Abstrak

Globalisasi menjadikan persaingan dalam dunia marketing semakin ketat. Oleh karena itu perusahaan harus memfokuskan strategi untuk meningkatkan hubungan dengan customer dan akhirnya banyak brand beralih ke digital media, salah satunya ialah event organizer Ismaya Live. Ismaya Live mengembangkan customer engagement melalui Twitter. Sesuai konsep yang dikembangkan Dave Evans, customer engagement meliputi 4 tahap, yakni consumption, curation, content creation, dan collaboration.

Penelitian ini bertujuan untuk melihat tahapan customer engagement yang paling menonjol di dalam twitter Ismaya Live. Penelitian ini menggunakan metode content analysis. Content analysis dilakukan selama dua minggu untuk mengukur frekuensi aktivitas twitter yang mencakup tweet asli, reply, dan retweet serta penggunaan elemen Twitter seperti mention, picture, link, dan hashtag.

Hasil dari content analysis menunjukkan bahwa Ismaya Live sudah melakukan engagement hingga tahap collaboration karena adanya blog dari customer. Ismaya Live juga sudah melakukan engagement di tahap curation dan content creation. Dengan bertanya mengenai kritik dan saran serta mengadakan kuis yang menggunakan fitur hashtag dan picture. Namun sayangnya Ismaya Live tidak konsisten dalam membangun twitter traffic dan kurang memberikan tanggapan terhadap komentar negatif dari customer. Maka dari itu Ismaya Live harus menyajikan konten yang berguna untuk konsumen serta lebih memanfaatkan SEM dan SEO.

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Globalization creates a tougher competition in the marketing world. To answer that, company should focus its strategy in increasing the quality of customer relationship, and one of the recent popular option nowadays is digital media. Ismaya Live is one example of many. Ismaya Live creates customer engagement via twitter. Based on the Dave Evans' concept, customer engagement consist of 4 stages: consumption, curation, content creation, and collaboration.

This study's objective is to see the stand out stages from customer engagement in Ismaya Live's twitter. This study used content analysis. Content analysis was conducted in two weeks, to see activities frequency of: original tweet, reply, and retweet, as well as other Twitter's functions i.e. mention, picture, link and hashtag. The result of content analysis shows that Ismaya Live has achieved customer engagement to collaboration stage. It is the highest stage in customer engagement. When Ismaya Live requested for feedback on critics and recommendations or organized quizzes for their customers via twitter, utilizing hashtag and picture functions, they are doing curation stage and content creation in customer engagement. Unfortunately, Ismaya Live creates an inconsistent twitter traffic. Customers feel there is a lack of useful information about Ismaya's event or general tips about events or concerts. Quick response to negative comments from customers should also be done by Ismaya Live. To be able to increase engagement via twitter, Ismaya Live has utilize SEM and SEO through another social media.