

Pemasaran sosial melalui media sosial oleh organisasi nirlaba (studi kasus: social media marketing dan model adopsi produk sosial di media sosial dalam kampanye asi oleh asosiasi ibu menyusui Indonesia) = Social marketing in social media by non profit organization case study social media marketing and adoption model of social product in social media in breastfeeding campaign by asosiasi ibu menyusui Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengetahui pemanfaatan media sosial dalam kampanye pemasaran sosial oleh Asosiasi Ibu Menyusui Indonesia di era New Wave Marketing, dengan memperhatikan social media marketing dan model adopsi yang sesuai, sehingga diharapkan proses adopsi produk sosial semakin besar. Menggunakan metode kualitatif dan strategi studi kasus, penelitian ini menunjukkan elemen social media marketing yang diterapkan yaitu communitization, confirming, clarifying, commercialization, co-creation, coding, caring, character, dan collaboration. Jenis media sosial yang dimanfaatkan dan sesuai dengan model adopsi learn-feel-do yaitu website, facebook dan mailing list; model do-feel-learn yaitu facebook, website, mailing list, twitter dan youtube; dan model adopsi learn-do-feel yaitu facebook.

.....This research conducted to understand social media utilisation in social marketing campaign by Asosiasi Ibu Menyusui Indonesia in New Wave Marketing Era, using social media marketing and adoption model of social product. The study was conducted with qualitative methods using a case study as strategy. Research shows that social media marketing which is used by organization are communitization, confirming, clarifying, commercialization, co-creation, coding, caring, character, and collaboration. Social media types which is used learn-feeldo model are website, facebook, and mailing list; learn-feel-do model is used by facebook, website, mailing list, twitter and youtube; and learn-feel-do model is used by facebook.