Evaluasi strategi media sosial indorelawan dalam sosialisasi kegiatan relawan = Indorelawan's social media strategy evaluation in socializing voluntee / Maria Laksmi Indriyastuti

Maria Laksmi Indriyastuti, author

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Abstrak

[ABSTRAK

Penelitian ini merupakan penelitian evaluasi sementara terhadap strategi media sosial Indorelawan dalam melakukan sosialisasi kegiatan relawan. Penelitian ini menggunakan model CIPP (Context, Input, Process, Product) dari Stufflebeam (1971) dimana evaluasi dilakukan berdasarkan perencanaan awal Indorelawan terkait pemanfaatan media sosial mereka. Adapun media sosial yang diteliti pada penelitian ini terbatas pada Twitter, Facebook dan website Indorelawan. Penelitian dilakukan melalui kuesioner yang diberikan kepada 30 responden yang terdiri atas mahasiswa dan fresh-graduate serta wawancara dengan pihak Indorelawan. Penelitian ini menunjukkan bahwa brand awareness target khalayak mengenai Indorelawan belum terlalu kuat sehingga, belum terlalu banyak khalayak yang mengetahui keberadaan media sosial Indorelawan. Hal tersebut tentu menghambat sosialisasi terkait kegiatan relawan melalui Indorelawan. Untuk mengatasi hal tersebut, penelitian ini merekomendasikan Indorelawan agar (1) menentukan KPI (key performance indicator) jangka pendek untuk media sosial mereka , (2) melakukan riset khalayak agar lebih mengetahui karakteristik target khalayak mereka, (3) bekerja sama dengan agensi untuk memperbaiki strategi media sosial Indorelawan.

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ABSTRACT

This study is a preliminary evaluation of Indorelawan's social media strategy in socializing volunteering activities. In evaluating the strategy, the researcher used the CIPP model by Stufflebeam (1971) which evaluates the strategy based on the initial plan, particularly for the social media strategy plan. The researcher foccuses on three social media that Indorelawan has Twitter, Facebook and their website. Through the questionnaires completed by 30 respondents that includes students and fresh-graduates, and also through interviewing the co-founders and directors of Indorelawan, this study shows that their brand awareness is not strong yet. Therefore, not much audience have knowledge on Indorelawan?s social media accounts. This of course hinders them in socializing volunteering activities. To solve this problem, the researcher recommends Indorelawan to (1) determine a short-term KPI (key performance indicator) for their media social goals , (2) do the target audience research to get a better understanding about their target audience?s characteristics, (3) work together with an agency to improve their media social strategy.;This study is a preliminary evaluation of Indorelawan?s social media strategy in socializing volunteering activities. In evaluating the strategy, the researcher used the CIPP model by Stufflebeam (1971) which evaluates the strategy based on the initial plan, particularly for the social media strategy plan. The researcher foccuses

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