

# Brand personification akun twitter korporat studi kasus akun twitter Garuda Indonesia, Citilink, Telkomsel dan XL Axiata = Brand personification of corporate twitter accounts case of Garuda Indonesia, Citilink, Telkomsel and XL Axiata

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## Abstrak

Platform media sosial saat ini memungkinkan perusahaan untuk menjangkau konsumen secara cepat dan tidak terbatas waktu. Situasi ini kemudian memunculkan peluang untuk melakukan interaksi langsung dan membangun consumer-brand relationship melalui media sosial. Penelitian ini berfokus pada penggunaan twitter account resmi milik brand yang dapat terpersonifikasikan karakter-karakternya sebagai salah satu medium untuk membangun relationship dalam jangka panjang. Industri airline dan telekomunikasi di Indonesia dipilih sebagai objek karena dinilai sebagai dua industri jasa di Indonesia yang secara nature banyak melakukan interaksi dengan publik melalui platform media sosial. Pengumpulan data melalui API twitter dilakukan selama dua bulan berturut-turut pada Desember 2015-Januari 2016 pada objek penelitian twitter account @Citilink dan @IndonesiaGaruda untuk industri airline dan @Telkomsel dan XL123 untuk industri telekomunikasi. Metode analisa konten dilakukan dengan basis lima strategi pesan (positivity, openness, sharing tasks, social networking, dan assurance) dan tiga tipe pesan (informational, socio-emotional dan instrumental).

Penelitian ini memperoleh hasil strategi positivity yang dominan menjadi brand character di semua brand. Namun pada tipe pesan ditemukan hasil yang berbeda antara brand airline kelas full service yang condong dominan pada socio-emotional dan sebaliknya pada brand airline kelas low cost carrier yang condong dominan pada informational tweet. Full service airline juga cenderung banyak melakukan strategi openness. Sebaliknya low cost carrier airline dan industri telekomunikasi sangat rendah mengadopsi strategi openness. Strategi sharing tasks dan social networking tidak diminati di semua brand. Khusus untuk positivity, berkorelasi positif dengan informational tweet. Sebaliknya positivity juga berkorelasi negatif dengan instrumental tweet.

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Social media platform enables companies to reach consumers quickly and anytime nowadays. This situation then triggers opportunity to carry direct interaction and to build consumer-brand relationship through social media. This study was focused on official brand twitter account usage in which could be personified their characters as one of mediums to build long term relationship. Indonesian airline and telecommunication industries were chosen as objects because they were presumed two Indonesian service industries which naturally carried many public interaction through social media platform. Data gathering through twitter API in two consecutive months was conducted on December 2015-January 2016 in each respective twitter account. They were @Citilink and @IndonesiaGaruda for airline industry and @Telkomsel and @XL123 for telecommunication industry. A content analysis was conducted with five relational maintenance strategy type (positivity, openness, sharing tasks, social networking, dan assurance) and three message types (informational, socio-emotional and instrumental).

This study obtained positivity strategy was dominant to be brand character in all brands. However there was

different result in message types between full service airline brand and low cost carrier airline brand. Full service airline brand tended to be more socio-emotional. On the other hand low cost carrier airline brand tended to be more informational. Full service airline brand also tended to conduct openness strategy. On the other hand low cost carrier airline brand and two telecommunication brands conducted low portion of openness strategy. Sharing tasks and social networking were mostly not used in all brands. In particular positivity strategy positively correlated with informational tweet. On the other hand positivity strategy also negatively correlated with instrumental tweet