

Analisis penggunaan social media marketing dan electronic word of mouth (ewom) oleh cinema 21 dalam meningkatkan brand loyalty = Analysis of the use of social media marketing and electronic word of mouth (ewom) by cinema 21 in increasing brand loyalty

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Abstrak

Media sosial telah dianggap sebagai alat pemasaran yang kuat karena memungkinkan komunikasi multi-arah antara merek dan konsumennya. Terkait meningkatnya minat konsumsi film di Indonesia, media sosial juga memungkinkan tersebarnya electronic word of mouth yang telah terbukti mampu mempengaruhi proses keputusan pembelian produk pengalaman termasuk di dalamnya film. Makalah ini bertujuan untuk mengetahui bagaimana penggunaan social media marketing dan electronic word of mouth digunakan untuk meningkatkan brand loyalty oleh Cinema 21.

Hasil analisis menunjukkan bahwa dalam memperkuat faktor anteseden brand loyalty yakni self-congruence, norma sosial, kualitas informasi, dan interaktivitas, Cinema 21 terutama berfokus pada peningkatan interaksi dengan memicu konsumen untuk berbagi pendapat atau ulasan mereka dan secara aktif memberikan respon pada platform yang dimiliki.

.....Social media has been considered a powerful marketing tool because it allows multidirectional communication between brands and consumers. In relation with the growing interest of film consumption in Indonesia, social media also allows the spread of electronic word of mouth that has been proven to be able to influence the decision making process of experiential products such as films. This paper aims to find out how social media marketing and electronic word of mouth is utilized by Cinema 21 to increase their brand loyalty.

The result of the analysis shows that in strengthening the antecedent factors of brand loyalty namely self-congruence, social norms, information quality, and interactivity, Cinema 21 focuses on increasing interaction by triggering consumers to share their opinions or reviews and actively respond to them through their owned social media platforms.