

New Economy dan Collaborative Filtering: Fenomena Influencer Media Sosial sebagai Alat Digital Marketing = New Economy and Collaborative Filtering: Phenomenon of Media Social Influencer as A Tool of Digital Marketing

Aliya Dwi Rachmadina, author

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Abstrak

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Di era New economy, industri influencer merupakan bentuk nyata dari perkembangan ekonomi. Industri influencer yang terdiri dari tiga unsur yaitu influencer marketing, influencer media sosial, dan audiens media sosial. Dalam mengkaji studi ini, fokus analisis saya adalah audiens media sosial yang terbagi menjadi digital immigrant dan digital native. Bagi kedua kategori audiens media sosial, influencer merupakan collaborative filtering yang berguna sebagai penyaring informasi. Walaupun influencer media sosial lebih berguna menjadi collaborative filtering bagi audiens digital native dibanding dengan audiens digital immigrant.

ABSTRACT

In the New economy era, the influencer industry is a tangible form of economic development. The influencer industry consists of three elements such as influencer marketing, social media influencer, and social media audience. In reviewing this study, my focus on analysis was a social media audience that divided into digital immigrant and digital native. For both categories of social media audiences, influencers are a form of collaborative filtering that is useful as information filters. Although social media influencers are more useful as filters for digital native audiences compared to digital immigrant audiences.