

# **Analisis penggunaan influencer sebagai bentuk Electronic Word of Mouth Marketing : studi pada Jakarta Aesthetic Clinic = Analysis on utilization of influencer as a form of Electronic Word of Mouth Marketing : study on Jakarta Aesthetic Clinic**

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## **Abstrak**

Jakarta Aesthetic Clinic (JAC) menggunakan influencers dalam pelaksanaan Electroning Word of Mouth Marketing sebagai bentuk Social Media Marketing. Video Youtube "Beautiful Transformation Series with Mrs. Soraya Hylmi" dan highlight Instagram Donna Agnesia merupakan dua contoh konten eWOM yang diunggah oleh JAC. Makalah ini menganalisis kedua konten tersebut dengan tujuan untuk melihat apakah JAC telah menerapkan konsep eWOM dalam pembuatan konten. Dalam menganalisis kedua konten, penulis menggunakan konsep Social Media Marketing, Social Media Influencers, dan Electronic Word of Mouth. Metode yang digunakan adalah studi literatur. Konsep 5T seperti talkers, topics, tools, taking part, tracking dan dimensi eWOM seperti kredibilitas sumber, kualitas argumen, tipe review, recomendation sideness, dan visual cue digunakan untuk menganalisis kedua konten yang disebutkan di atas. Hasil analisis menunjukkan bahwa sebagian besar konsep 5T dan dimensi eWOM sendiri telah terpenuhi dalam kedua konten, hanya saja masing-masing konten memiliki kelemahan dalam hal taking part dan tracking.

.....Jakarta Aesthetic Clinic (JAC) uses influencers in the implementation of Electroning Word of Mouth Marketing as a form of Social Media Marketing. The Youtube video "Beautiful Transformation Series with Mrs. Soraya Hylmi" and Donna Agnesia's Instagram highlight are two examples of eWOM content uploaded by JAC. This paper analyzes those two content in order to see if JAC has implemented the eWOM concept in content creation. In analyzing the two content, the writer uses the concept of Social Media Marketing, Social Media Influencers, and Electronic Word of Mouth. The method used is literature study. 5T concepts such as speaker, topic, tool, taking part, tracking and eWOM dimensions such as source credibility, quality of argument, type of review, recommended sideness, and visual cues are used to analyze the two content above. The results of the analysis shows that most of the 5T concepts and eWOM dimensions themselves have been fulfilled in both content, however, each content has weaknesses in terms of taking part and tracking.