

Strategi Brand Positioning pada Digital News Channel melalui Konten Media Sosial (Studi Pada Akun Instagram Sea Today @seatodaynews) = Brand Positioning Strategy in Digital News Channel through Social Media Content (Study on Sea Today Instagram Account @seatodaynews)

Fabiana Alam Andarini, author

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Abstrak

Saat ini industri media berkembang ke arah digital seiring dengan kemajuan teknologi dan meningkatnya pengguna internet. Kemajuan ini memberikan dampak terciptanya konvergensi media yang turut mempengaruhi industri pertelevisian Indonesia. Sehingga membuat para pelaku bisnis televisi memutar otak untuk memikirkan ide-ide kreatif ke penyiaran digital dan memasuki industri media digital. Industri media digital dinilai memiliki masa depan yang positif dan peluang bisnis yang menjanjikan, sehingga memicu banyaknya pelaku media yang melahirkan media-media digital baru dengan sepenuhnya diakses menggunakan internet atau streaming. Hal tersebut berjalan beriringan dengan melonjaknya pengguna media sosial karena penggunaan internet yang semakin fleksibel, orang-orang semakin nyaman berkomunikasi dan mencari informasi melalui media sosial. Karena itu penyampaian informasi yang dilakukan media digital tidak hanya di kanal resmi mereka saja, namun juga di media sosial yang mereka miliki. Hal ini bisa menjadi strategi yang tepat dalam membangun eksistensi mereka. Penelitian ini bertujuan untuk melihat strategi brand positioning yang dilakukan SEA Today dalam membangun brand positioning mereka melalui konten media sosial khususnya Instagram. Penelitian ini menggunakan metode pendekatan kualitatif dengan menghasilkan data deskriptif yang berupa ucapan dan tulisan. Data dikumpulkan melalui wawancara mendalam, observasi serta dokumentasi. Dengan menerapkan konsep brand positioning dari Kotler dan Armstrong SEA Today dinilai mampu membangun brand positioning mereka berdasarkan atribut dan manfaat, kualitas dan harga, kegunaan dan pengguna serta kompetitor. Kemudian berdasarkan delapan prosedur strategi brand positioning yang diungkapkan oleh Kotler dan Keller, strategi brand positioning melalui konten media sosial Instagram tidak dapat mendefinisikan kedelapan prosedur, namun dapat disimpulkan melalui konten media sosial Instagram SEA Today dapat memposisikan diri mereka sebagai news and lifestyle channel melalui variasi konten mereka.

.....Currently the media industry is developing in a digital direction along with technological advances and increasing internet users. This progress has had the impact of creating media convergence which has also influenced the Indonesian television industry. So that makes television business people rack their brains to think of creative ideas for digital broadcasting and entering the digital media industry. The digital media industry is considered to have a positive future and promising business opportunities, thus triggering many media players to create new digital media that are fully accessible using the internet or streaming. This goes hand in hand with the soaring social media users due to the increasingly flexible use of the internet, people are increasingly comfortable communicating and seeking information through social media. Therefore, the delivery of information by digital media not only on their official channels, but also on their social media can be the right strategy in building their existence. This study aims to look at the brand positioning strategy carried out by SEA Today in building their brand positioning strategy through social media content,

especially Instagram. This study uses a qualitative approach to produce descriptive data in the form of speech and writing. Data was collected through in-depth interviews, observation and documentation. By applying the brand positioning concept from Kotler and Armstrong, SEA Today is considered able to build their brand positioning strategy based on attributes and benefits, quality and price, usability and users and competitors. Then based on the eight brand positioning procedures revealed by Kotler and Keller, the brand positioning strategy through Instagram social media content cannot define the eight procedures, but it can be concluded that through Instagram social media content SEA Today can position themselves as a news and lifestyle channel through their variety of content.