

Strategi Komunikasi Pemasaran dan Customer Engagement Game Free-2-Play “Genshin Impact” dalam Membangun Brand Loyalty = Marketing Communication Strategy and Customer Engagement of the Free to Play Game "Genshin Impact" in Building Brand Loyalty

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Abstrak

Video Games Genshin Impact merupakan permainan yang memiliki banyak penggemar setia. Upaya pembentukan penggemar setia ini dilakukan melalui strategi komunikasi pemasaran dan customer engagement yang terjadi antara permainan dengan konsumen. Dalam membentuk brand loyalty dibutuhkan dua aspek brand affect dan brand trust yang diciptakan melalui strategi komunikasi pemasaran dan customer engagement. Dalam analisis ini, penulis menggunakan strategi komunikasi pemasaran Kotler & Keller (2012) yakni periklanan, sales promotion, events, public relation, direct marketing, interactive marketing, word-of-mouth marketing, dan personal selling untuk menganalisis strategi komunikasi pemasaran yang dilakukan Genshin Impact. Untuk menentukan jenis interaksi dalam customer engagement, peneliti membagi ke dalam tiga tingkatan yakni konsumsi, kontribusi, dan kreasi. Ditemukan bahwa strategi komunikasi pemasaran dan customer engagement meningkatkan ikatan emosional pemain yang dapat membangun brand affect yang menjadi elemen terhadap tumbuhnya brand loyalty.

.....The video game “Genshin Impact” is a game that has many loyal fans. The attempt to form this loyal fanbase is achieved through their marketing communication strategies and customer engagement between its consumers. In forming brand loyalty, there are two aspects that are needed such as brand affect and brand trust which are created through marketing communication strategies and customer engagement. In this analysis, the author uses Kotler & Keller (2012)’s Marketing Communication Strategy, which includes advertising, sales promotion, events, public relations, direct marketing, interactive marketing, word-of-mouth marketing, and personal selling, to analyze the marketing communication strategies employed by Genshin Impact. To determine the types of interaction in customer engagement, the researcher categorizes them into three levels: consumption, contribution, and creation. It was found that marketing communication strategies and customer engagement enhance the emotional attachment of players, which can build brand affect as an element contributing to the growth of brand loyalty.