

Consumer Brand Engagement dalam Program Entertainment-Education (Studi Kasus: Program Ruangguru Clash of Champions) = Consumer Brand Engagement in Entertainment-Education Programs (Study Case: Ruangguru Clash of Champions)

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Abstrak

Ruangguru, sebagai platform pembelajaran daring, mengembangkan Clash of Champions untuk memperluas jangkauan pengguna dan membangun keterlibatan merek (consumer brand engagement). Penelitian ini bertujuan untuk menganalisis penerapan konsep entertainment-education dalam membentuk keterlibatan audiens. Dengan pendekatan kualitatif, penelitian ini menggunakan metode analisis isi dan studi literatur. Hasil penelitian menunjukkan bahwa audiens menerima pesan edukasi yang mempengaruhi aspek kognitif, afektif, dan perilaku. Dampaknya terlihat pada peningkatan signifikan jumlah pengguna aplikasi Ruangguru. Namun, pesan edukasi perlahan tergeser oleh fenomena audiens mengidolakan kehidupan pribadi peserta program. Penelitian ini menyimpulkan bahwa entertainment-education efektif dalam membangun keterlibatan audiens sekaligus mempromosikan pesan edukasi, meskipun menghadapi tantangan dalam mempertahankan fokus edukasi. Kajian ini berkontribusi pada pengembangan literatur terkait strategi komunikasi pemasaran berbasis media hiburan.

.....Ruangguru, as an online learning platform, developed Clash of Champions to expand its user base and foster consumer brand engagement. This study aims to analyze the implementation of entertainment-education concept in shaping audience engagement. Using a qualitative approach, this research employs content analysis and literature review methods. Findings reveal that the audience absorbed educational messages influencing their cognitive, affective, and behavioral aspects, resulting in a significant increase in Ruangguru users. However, these educational messages gradually diminished, replaced by the audience's tendency to idolize the personal lives of the program's participants. The study concludes that the entertainment-education approach effectively fosters audience engagement while promoting educational messages, although challenges remain in maintaining the educational focus. This research contributes to the growing literature on marketing communication strategies through entertainment-based media.