

# Analisis User Generated Content (UGC) dan Electronic Word of Mouth (eWOM) dalam Meningkatkan Engagement pada Pemasaran Film di Media Sosial: Studi Kasus Film Jatuh Cinta Seperti di Film Film = Analysis of User-Generated Content (UGC) and Electronic Word of Mouth (eWOM) in Enhancing Engagement in Film Marketing on Social Media: A Case Study of the Film Jatuh Cinta Seperti di Film-Film

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## Abstrak

Media sosial menjadi platform utama dalam pemasaran film era digital, memungkinkan interaksi langsung antara pembuat film dan audiens. Penelitian ini menganalisis peran User-Generated Content (UGC) dan Electronic Word of Mouth (eWOM) dalam meningkatkan engagement audiens melalui studi kasus film Jatuh Cinta Seperti di Film-Film. Dengan pendekatan studi literatur dan analisis konten media sosial, penelitian ini menemukan bahwa UGC menciptakan buzz autentik melalui konten seperti meme, ulasan, dan video reaksi, yang mendorong eWOM secara signifikan. Kepercayaan terhadap sutradara, rumah produksi, dan elemen kreatif menjadi dasar munculnya brand evangelism, di mana audiens secara sukarela mempromosikan film. Strategi ini menunjukkan bagaimana media sosial dapat membangun keterlibatan mendalam, menjadikan film ini contoh sukses pemasaran digital.

.....Social media has become a key platform for film marketing in the digital era, enabling direct interaction between filmmakers and audiences. This study analyzes the role of User-Generated Content (UGC) and Electronic Word of Mouth (eWOM) in enhancing audience engagement through the case of the film Jatuh Cinta Seperti di Film-Film. Using a literature review and social media content analysis, the study finds that UGC generates authentic buzz through content like memes, reviews, and reaction videos, significantly driving eWOM. Trust in the director, production house, and creative elements serves as the foundation for brand evangelism, where audiences voluntarily promote the film. This strategy highlights how social media fosters deep engagement, making this film a successful example of digital marketing.