

User-Generated Content Sebagai Pendukung Strategi Pemasaran Series WandaVision (Studi Pada Konten New Rockstars - WandaVision Episode 1-9 Breakdown) = User-Generated Content to Support the Marketing Strategy of WandaVision Series (Study on New Rockstars Content - WandaVision Episode 1-9 Breakdown)

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Abstrak

Tulisan ini menganalisis bagaimana user-generated content (UGC) dapat menjadi pendukung strategi pemasaran media sosial dalam promosi karya serial WandaVision. Konsep yang dianalisis adalah pengaplikasian dari empat dimensi pemasaran media sosial serta enam tujuan strategi pemasaran media sosial. Selain itu menganalisa bagaimana UGC memberikan informasi dan merangsang aktivitas word-of-mouth kepada khalayak serta perilaku terhadap ekuitas brand. Penelitian ini menggunakan metode studi literatur dengan mengumpulkan data dari perpustakaan umum serta melalui akun YouTube New Rockstar. Hasil analisis menunjukkan seluruh elemen UGC merangsang interaksi para penonton serial WandaVision, mendukung tujuan dan dimensi pemasaran media sosial, menstimulasi penjualan serta meningkatkan ekuitas brand. Adapun saran untuk penelitian selanjutnya yaitu dapat menggunakan dimensi pemasaran media sosial lain terkait pemantauan dan analisis percakapan di media sosial, kajian dampak media dan studi dengan pendekatan kuantitatif dan kualitatif. Selain itu diharapkan penelitian selanjutnya untuk melakukan perbandingan antara user-generated content serta sponsored content.

This paper analyzes how user-generated content (UGC) can support social media marketing strategies in promoting WandaVision series works. The concept that aims to be analyzed is the application of the four dimensions of social media marketing and the six social media marketing strategies. In addition, it analyzes how UGC provides information and develops word of mouth activities to the public as well as behavior towards brand equity. This study uses a literature study method by collecting data from the public library and through the New Rockstar YouTube account. The results of the analysis show that all elements of UGC promote the interaction of viewers of the WandaVision series, support the goals and dimensions of social media marketing, stimulate sales and increase brand equity. The suggestions for further research are to use other dimensions of social media marketing related to monitoring and analyzing conversations on social media, media impact studies and studies with quantitative and qualitative approaches. In addition, further research is expected to make comparisons between user-generated content and sponsored content.