

Peran Media Sosial dalam Meningkatkan Brand Awareness Terhadap Event IMBEX 2024 = The Role of Social Media in Increasing Brand Awareness of Events IMBEX 2024

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Abstrak

Penelitian ini bertujuan untuk menganalisis peran media sosial dalam meningkatkan brand awareness terhadap event Indonesia Maternity, Baby, and Kids Expo (IMBEX) 2024. Menggunakan pendekatan kualitatif studi kasus, data dikumpulkan melalui wawancara semi terstruktur dengan pihak penyelenggara dan agensi pemasaran, serta observasi terhadap dua media sosial utama: Instagram dan TikTok. Hasil penelitian menunjukkan bahwa strategi pemasaran sosial yang diterapkan meliputi content marketing, kolaborasi dengan influencer, pemanfaatan SEO, dan iklan media sosial berhasil membangun awareness dan keterlibatan audiens secara signifikan. Strategi tersebut didasarkan pada teori Social Media Engagement, yang melibatkan tiga dimensi utama: consumption (konsumsi konten), contribution (kontribusi melalui interaksi), dan creation (penciptaan konten oleh audiens). Konten visual menjadi penggerak utama peningkatan interaksi. Namun, tantangan seperti perubahan algoritma media sosial, keterbatasan anggaran, dan konsistensi konten tetap menjadi hambatan dalam pelaksanaan strategi sosial. Analisis data performa menunjukkan peningkatan signifikan pada indikator awareness dan engagement, terutama menjelang pelaksanaan event. Temuan ini diperkuat dengan penerapan teori Brand Awareness yang menunjukkan bahwa peningkatan kesadaran merek melalui interaksi yang intensif di media sosial dapat memperkuat hubungan emosional dan loyalitas audiens. Penelitian ini merekomendasikan optimalisasi konten kolaboratif dan personalisasi komunikasi sebagai strategi keberlanjutan untuk event mendatang.

.....This study aims to analyze the role of social media in increasing brand awareness for the Indonesia Maternity, Baby, and Kids Expo (IMBEX) 2024 event. Using a qualitative case study approach, data was collected through semi-structured interviews with organizers and marketing agencies, as well as observations of two main social media platforms: Instagram and TikTok. The results show that the digital marketing strategy implemented included content marketing, influencer collaborations, SEO utilization, and social media advertising, all of which successfully built awareness and audience engagement significantly. The strategy was based on the Social Media Engagement Theory, which involves three key dimensions: consumption (content consumption), contribution (interaction through engagement), and creation (user-generated content). Visual content became the primary driver of increased interaction. However, challenges such as changes in social media algorithms, budget limitations, and content consistency remained obstacles in the implementation of the social strategy. Performance data analysis showed significant increases in awareness and engagement indicators, especially as the event approached. These findings were reinforced by the application of Brand Awareness Theory, which shows that increasing brand awareness through intensive social media interaction strengthens emotional connections and audience loyalty. This study recommends optimizing collaborative content and personalizing communication as sustainability strategies for future events.