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**ANALISIS INSTAGRAM “VISIT CIANJUR” DALAM
MEMBENTUK *BRAND IMAGE***

SKRIPSI

Diajukan sebagai Salah Satu Syarat untuk Mendapatkan Gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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Skripsi ini diajukan untuk memenuhi syarat agar memperoleh gelar Sarjana
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
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ABSTRAK

Cianjur dikenal banyak wisatawan melalui instagram Visit Cianjur yang aktif membagikan informasi mengenai wisata. Belum banyak penelitian yang meneliti bagaimana instagram Visit Cianjur dapat mendukung *brand image* wisata di Kabupaten Cianjur. Tujuan utama penelitian ini adalah untuk melihat bagaimana instagram Visit Cianjur membentuk *brand image*. Salah satu pembentukan *brand image* dapat dilihat melalui postingan di instagram, karena postingan tersebut terdapat *user generated content* yang didalamnya berisi pernyataan positif atau negatif dari konsumen. Penelitian ini dilakukan pada bulan Juli sampai dengan bulan Oktober. Metode penelitian yang digunakan yaitu netnografi yang dilakukan pada instagram. Data yang ditemukan dianalisis dengan *user generated content* pada instagram Visit Cianjur untuk strategi komunikasi dalam pembentukan *brand image*. *User generated content* yang dianalisis yaitu berupa *like*, *caption*, dan tagar “#visitcianjur”. Dalam menganalisis *user generated content*, dilakukan dengan cara *web crawling* menggunakan Phyton 3.8 dengan *InstaLooter*. Selain itu, peneliti melakukan wawancara kepada 6 narasumber diantaranya 5 *followers* instagram Visit Cianjur dan 1 orang yang merupakan *founder* instagram Visit Cianjur. Hasilnya *brand image* wisata di Kabupaten Cianjur terbentuk dari kekuatan, keunggulan, dan keunikan pada konten wisata di instagram Visit Cianjur. Tetapi, kekuatan yang dimilikinya masih belum terlihat. Kedua, instagram Visit Cianjur dapat membentuk *brand image* melalui konten yang didalamnya terdapat *context*, *communication*, *collaboration*, dan *connection* yang menjadi daya tariknya. Dan yang terakhir, dalam pembentukan *brand image*, *followers* instagram Visit Cianjur berperan dalam melakukan promosi melalui konten yang mereka bagikan sehingga dapat dilihat oleh lebih banyak orang lagi.

Kata Kunci: Visit Cianjur, *brand image*, instagram, *followers*, dan *user generated content*.

DAFTAR ISI

| | |
|---|-----|
| LEMBAR HAK CIPTA | i |
| KATA PENGANTAR | iv |
| UCAPAN TERIMA KASIH | v |
| ABSTRAK | vii |
| DAFTAR ISI | ix |
| DAFTAR TABEL | xi |
| DAFTAR GAMBAR | xii |
| BAB I PENDAHULUAN | 1 |
| 1.1. Latar Belakang Penelitian | 1 |
| 1.2. Rumusan Masalah | 3 |
| 1.3. Tujuan Penelitian..... | 3 |
| 1.4. Kegunaan Penelitian..... | 4 |
| 1.5. Sistematika Penulisan Skripsi | 4 |
| BAB II KAJIAN PUSTAKA DAN KERANGKA PEMIKIRAN | 6 |
| 2.1. Kajian Pustaka..... | 6 |
| 2.1.1. Konsep <i>Brand Image</i> | 6 |
| 2.1.1.1 Definisi <i>Brand Image</i> | 7 |
| 2.1.1.2.Faktor yang Membentuk <i>Brand Image</i> | 8 |
| 2.1.2. Media Sosial | 9 |
| 2.1.2.1.Definisi Media Sosial..... | 11 |
| 2.1.2.2.Penggunaan Media Sosial | 12 |
| 2.2. Penelitian Terdahulu | 13 |
| 2.3. Kerangka Pemikiran | 19 |
| BAB III METODE PENELITIAN | 21 |
| 3.1. Desain Penelitian..... | 21 |
| 3.2. Metode Penelitian..... | 22 |
| 3.2.1. Metode dan Jenis Penelitian yang Digunakan..... | 22 |
| 3.2.2. Tahapan Penelitian Netnografi..... | 23 |

| | | |
|---|--|-----------|
| 3.3. | Jenis dan Sumber Data | 24 |
| 3.4. | Prosedur Penelitian..... | 26 |
| 3.4.1. | Tahap Persiapan | 26 |
| 3.4.2. | Tahap Pelaksanaan | 26 |
| 3.4.3. | Tahap Pembuatan Laporan..... | 26 |
| 3.5. | Teknik Pengumpulan Data | 27 |
| 3.6. | Analisis Data | 28 |
| 3.6.1. | Reduksi Data (<i>Data Reduction</i>) | 28 |
| 3.6.2. | Penyajian Data (<i>Data Display</i>)..... | 29 |
| 3.6.3. | Penarikan Kesimpulan dan Verifikasi (<i>Conclusion Drawing/Verification</i>).... | 29 |
| 3.7. | Keabsahan Data..... | 29 |
| BAB IV HASIL DAN PEMBAHASAN | | 31 |
| 4.1. | Hasil Penelitian | 31 |
| 4.1.1. | Profil Visit Cianjur | 31 |
| 4.1.2. | Faktor yang Membentuk <i>Brand Image</i> Wisata di Kabupaten Cianjur | 33 |
| 4.1.3. | Pembentukan <i>Brand Image</i> yang Dilakukan Instagram Visit Cianjur | 38 |
| 4.1.4. | Peran Pengikut Instagram Visit Cianjur untuk Membantu Pembentukan <i>Brand Image</i> Wisata Cianjur..... | 48 |
| 4.2. | Diskusi Hasil Penelitian | 52 |
| BAB V KESIMPULAN, IMPLIKASI, DAN REKOMENDASI | | 56 |
| 5.1. | Kesimpulan..... | 56 |
| 5.2. | Implikasi | 58 |
| 5.2.1. | Implikasi Manajerial | 58 |
| 5.3. | Keterbatasan Penelitian | 59 |
| 5.4. | Rekomendasi | 59 |
| DAFTAR PUSTAKA | | 61 |
| LAMPIRAN..... | | 67 |

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