PENGARUH *MARKETER GENERATED CONTENT* DAN *INFLUENCER MARKETING* TERHADAP POSITIF *EWOM*

(Survei pada *followers* Sosial Media TikTok "Bon Cabe")

TESIS

Diajukan Untuk Memenuhi Salah Satu Syarat dalam Menempuh Jenjang Strata Dua (S2) Program Studi Magister Manajemen

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UNIVERSITAS PENDIDIKAN INDONESIA

2024

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Sebuah Tesis yang Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh

Gelar Magister Manajemen pada Program Studi Manajemen Fakultas

Pendidikan Ekonomi dan Bisnis

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Universitas Pendidikan Indonesia

2024

LEMBAR PENGESAHAN

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(Survei pada *followers* Sosial Media TikTok "Bon Cabe")

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LEMBAR PERNYATAAN BEBAS PLAGIARISME

Dengan ini saya menyatakan bahwa tesis yang berjudul **"PENGARUH** *MARKETER GENERATED CONTENT* **DAN** *INFLUENCER MARKETING* **TERHADAP POSITIF** *EWOM* **(Survei pada** *followers* **Sosial Media TikTok "Bon Cabe")** benar - benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko atau sanksi apabila dikemudian hari ditemukan adanya pelanggaran terhadap etika keilmuan dalam tesis ini, atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Januari 2024

Widi Prayoga

KATA PENGANTAR

Puji serta syukur senantiasa dipanjatkan kepada kehadirat Allah SWT yang selalu memberikan rahmat-Nya sehingga penulis dapat menyelesaikan tesis yang berjudul **"PENGARUH *MARKETER GENERATED CONTENT* DAN *INFLUENCER MARKETING* TERHADAP POSITIF *EWOM* (Survei pada *followers* Sosial Media TikTok "Bon Cabe")** pada waktu yang tepat.

Tesis ini merupakan salah satu syarat untuk mendapatkan gelar Magister Manajemen pada Prodi Manajemen di Universitas Pendidikan Indonesia. Penulis sangat mengharapkan kritik serta saran membangun untuk perbaikan pada tesis ini.

Akhir kata penulis mengucapkan terima kasih kepada pihak-pihak yang telah membantu serta berharap semoga tesis ini dapat bermanfaat bagi berbagai pihak yang terkait.

Bandung, Januari 2024

Penulis

Widi Prayoga

UCAPAN TERIMA KASIH

Alhamdulillahirabbil'alamin. Puji syukur kehadirat Allah Swt yang senantiasa mencurahkan Rahmat dan Karunia kepada hamba-Nya, dan atas Kuasa-Nya pula penulis dapat menyelesaikan tesis ini. Selama proses penyusunan tesis ini, penulis menyadari bahwa hambatan dan kesulitan selalu ada, namun karena adanya bantuan, dorongan dan do'a dari berbagai pihak, akhirnya tesis ini dapat terselesaikan. Sebagai bentuk penghargaan, penulis ucapkan terimakasih yang sebesar - besarnya kepada:

1. Bapak Prof. Dr. M. Solehudin M.Pd., M.A, selaku Rektor Universitas Pendidikan Indonesia.

2. Bapak Prof. Dr. H. Eeng Ahman, MS. selaku Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.

3. Ibu Dr. Maya Sari Lutan, S.E., M.M selaku Ketua Program Studi Manajemen Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.

4. Dr. Heny Hendrayati, S.IP., M.M. selaku Dosen Pembimbing I yang senantiasa membimbing dengan kesabaran dan ketelitian juga meluangkan waktu, tenaga, dan pikiran di tengah-tengah kesibukannya sehingga penulis dapat menyelesaikan tesis ini. Terima kasih atas waktu, ilmu, dan kesempatan disertai kemudahan yang telah diluangkan bagi peneliti. Semoga kesehatan, keselamatan dan harapan-harapan selalu menyertai.

5. Dr. Chairul Furqon, S.Sos., MM. selaku Dosen Pembimbing II yang senantiasa membimbing dengan kesabaran dan ketelitian juga meluangkan waktu, tenaga, dan pikiran di tengah-tengah kesibukannya sehingga penulis dapat menyelesaikan tesis ini. Terima kasih atas waktu, ilmu, dan kesempatan disertai kemudahan yang telah diluangkan bagi peneliti. Semoga kesehatan, keselamatan dan harapan-harapan selalu menyertai.

6. Dr. Bambang Widjadjanta, MM selaku Dosen Penguji I atas kesabaran dan perhatian selama proses uji sidang dan telah memberikan pandangan serta masukan yang sangat berarti bagi pengembangan pengetahuan serta pemahaman bagi saya. Proses ujian ini telah menjadi pengalaman belajar

yang sangat berharga bagi saya.

7. Dr. H. Mokh Adib Sultan, ST., MT. selaku Dosen Penguji II atas kesabaran dan perhatian selama proses uji sidang dan telah memberikan pandangan serta masukan yang sangat berarti bagi pengembangan pengetahuan serta pemahaman bagi saya. Proses ujian ini telah menjadi pengalaman belajar yang sangat berharga bagi saya.

8. Segenap Dosen Program Studi S2 Manajemen Fakultas Pendidikan Ekonomi dan Bisnis UPI yang telah membimbing dan memberikan motivasi serta bantuan bagi penulis selama menjalani perkuliahan. Serta Staff Tata Usaha yang membantu pelaksanaan bimbingan.

9. Ibunda tercinta, Enti Kurniati atas doa motivasi, kepercayaan, cinta dan kasih sayang tak terhingga selama ini. Kalian adalah sumber motivasi terbesar bagi penulis dalam menyelesaikan tesis ini.

10. Kakak Sepupu Dr. Lutfi Nur, M.Pd., M.M do'a, motivasi, kepercayaan, cinta dan kasih sayangnya selama ini. Kalian adalah sumber motivasi kedua terbesar bagi penulis dalam menyelesaikan tesis ini.

11. Rekan-rekan Program Studi Magister Manajemen Angkatan 2020 Genap, Universitas Pendidikan Indonesia, yang telah banyak membantu penulis selama proses perkuliahan dan penyelesaian tesisi ini.

12. Semua pihak yang telah membantu peneliti dalam menyelesaikan studi di Universitas Pendidikan Indonesia yang tidak dapat disebutkan satu persatu.

Semoga Allah SWT memberikan balasan atas kebaikan semua pihak yang telah membantu penulis menyelesaikan tesis ini. Semoga tesis ini banyak memberikan manfaat. Aamiin.

Bandung, Januari 2024

Widi Prayoga

Widi Prayoya (2013067). "Pengaruh *Marketer Generated Content* dan *Influencer Marketing* Terhadap positif eWOM (Survei pada *follower* Sosial Media TikTok "Bon Cabe")". Di bawah bimbingan Dosen Pembimbing I: Dr. Heny Hendrayati, S.IP., M.M. dan Dosen Pembimbing II: Dr. Chairul Furqon, S. Sos., MM.

ABSTRAK

Indonesia menempati posisi ke dua dengan pengguna TikTok terbanyak di dunia. Menjadi penting bagi perusahaan untuk melakukan strategi pemasaran di *platform* tersebut. Salah satu perusahaan yang melakukan pemasaran di *platform* TikTok adalah Bon Cabe. Strategi yang dilakukan adalah *Marketer Generated Content* dan *Influencer Marketing*. Namun, terjadi kesenjangan *engagement* (eWOM) pada konten yang dibuat oleh *marketer* dan *influencers*. Penelitian ini bertujuan untuk meneliti pengaruh dari *Marketer Generated Content* dan *Influencer Marketing* terhadap positif eWOM. Penelitian ini memiliki objek penelitian pada *followers* "Bon Cabe" pada sosial media TikTok. Metode yang digunakan dalam penelitian ini bersifat deskriptif dan verifikatif dengan teknik *purposive sampling*. Responden dalam penelitian ini adalah pengguna sosial media TikTok yang mengikuti akun Bon Cabe official dan *Influencer* (anggunsupriadi91) dengan total 400 responden. Penentuan sampel pada penelitian ini menggunakan rumus Slovin sehingga didapatkan 400 responden dengan tingkat kesalahan 5%. Teknik analisis data yang digunakan adalah Regresi Linier Berganda dengan alat bantu *software* IBM SPSS 22. Hasil penelitian menunjukan bahwa tingkat *Marketer Generated Content* ada pada kategori tinggi, tingkat *Influencer Marketing* ada pada kategori sangat tinggi. Hasil penelitian ini juga menunjukkan bahwa *Marketer Generated Content* dan *Influencer Marketing* memiliki pengaruh positif terhadap positif eWOM secara parsial dan simultan. Rekomendasi implementatif untuk Bon Cabe melibatkan peningkatan konten informatif pada *Marketer Generated Content*, pengoptimalan familiaritas melalui *Influencer Marketing*, dan kampanye yang mendorong komentar positif untuk meningkatkan dimensi *Valence of Positive Opinion* pada eWOM.

Kata Kunci: *Marketer Generated Content, Influencer Marketing, Positif eWOM*

Widi Prayoya (2013067). *"The Influence of Marketer Generated Content and Influencer Marketing on Positive* eWOM *(Survey on Followers of 'Bon Cabe' TikTok Social Media)."* **Under the guidance of Supervisor** I: Dr. Heny Hendrayati, S.IP., M.M., *and Supervisor* II: Dr. Chairul Furqon, S. Sos., MM.

ABSTRACT

Indonesia is in second place with the most TikTok users in the world. It is important for companies to carry out marketing strategies on this platform. One of the companies that markets on the TikTok platform is Bon Cabe. The strategies used are Marketer Generated Content and Influencer Marketing. However, there is an engagement gap (eWOM) in content created by marketers and influencers. This research aims to examine the influence of Marketer Generated Content and Influencer Marketing on positive eWOM. This research has as its research object the followers of "Bon Cabe" on TikTok social media. The method used in this research is descriptive and verification using purposive sampling technique. Respondents in this study were TikTok social media users who follow the official Bon Cabe account and Influencer (anggunsupriadi91) with a total of 400 respondents. Determining the sample in this study used the Slovin formula so that 400 respondents were obtained with an error rate of 5%. The data analysis technique used is Multiple Linear Regression with IBM SPSS 22 software tools. The research results show that the level of Marketer Generated Content is in the high category, the level of Influencer Marketing is in the very high category. The results of this research also show that Marketer Generated Content and Influencer Marketing have a positive influence on positive eWOM partially and simultaneously. Implementative recommendations for Bon Cabe involve enhancing informative content in Marketer Generated Content, optimizing familiarity through Influencer Marketing, and launching campaigns encouraging positive comments to boost the Valence of Positive Opinion dimension in eWOM.

Keywords: Marketer Generated Content, Influencer Marketing, Positive eWOM

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DAFTAR TABEL

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