ANALISIS KONTEN *SOCIAL MEDIA MARKETING* INSTAGRAM SEBAGAI *BRAND ENGAGEMENT* DI DUSUN BAMBU

SKRIPSI

Diajukan Sebagai Syarat untuk Memperoleh Gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata

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ABSTRAK

Alfi Dwi Putri (1901545), "ANALISIS KONTEN *SOCIAL MEDIA MARKETING* INSTAGRAM SEBAGAI *BRAND ENGAGEMENT* DI DUSUN BAMBU" di bawah bimbingan Taufik Abdullah, Ph.D

Kemajuan teknologi informasi telah memperluas fungsi media sosial menjadi sarana interaksi antara wisatawan dengan pengusaha pariwisata melalui berbagai konten yang diunggah. Interaksi serta keterlibatan yang terbentuk ini dinamakan sebagai *brand engagement*. Penelitian ini berfokus mengidentifikasi proses pembentukan *brand engagement* dengan menganalisis interaksi antara pengguna dan aktivitas *social media marketing*. Berbeda dari penelitian sebelumnya yang cenderung menggunakan metode kuantitatif, studi ini mengisi kesenjangan dengan mengeksplorasi interaksi yang terjadi secara mendalam. Dusun Bambu dipilih sebagai lokasi penelitian karena destinasi ini aktif dalam melakukan pemasaran media sosial, terutama di Instagram. Berbagai macam konten *post* yang telah diunggah Dusun Bambu banyak menarik pengguna Instagram untuk memberikan *engagement* berupa *follow, like,* dan *comment*. Penelitian ini menggunakan metode kualitatif dengan melakukan analisis terhadap konten Instagram Dusun Bambu dan wawancara dengan informan *marketer* serta partisipan konsumen. Temuan penelitian mengungkapkan bahwa strategi komunikasi *social media marketing* Dusun Bambu dalam menarik *brand engagement* meliputi penggunaan kalimat interaktif, stimulasi keingintahuan, dan humor. Selain itu, destinasi ini juga memperluas jangkauannya dengan melakukan kolaborasi dengan selebriti dan konten kreator, juga memanfaatkan *user-generated content* dengan mengadakan *giveaway*. Aktivitas ini menarik *engagement* dalam bentuk *likes* dan *comments* yang bervariasi, termasuk tanggapan dan ulasan pengunjung. Interaksi yang terjadi membentuk komunikasi dua arah antara konsumen-merek, konsumen-kreator, dan konsumen-konsumen, yang memperkuat *brand engagement*.

Kata Kunci: *social media marketing,* Instagram, *brand engagement,* interaksi

ABSTRACT

Alfi Dwi Putri (1901545), "ANALYSIS OF INSTAGRAM SOCIAL MEDIA MARKETING CONTENT AS BRAND ENGAGEMENT AT DUSUN BAMBU" *Under the guidance of Taufik Abdullah, Ph.D*

Advancements in information technology have significantly broadened the role of social media as a means of interaction between tourists and tourism entrepreneurs through various uploaded content. The interaction and engagement that is formed is called brand engagement. This study focuses on identifying the process of brand engagement formation by analyzing the interaction between users and social media marketing activities. Different from previous studies that tend to use quantitative methods, this study fills the gap by exploring the interactions that occur in depth. Dusun Bambu was chosen as the research location because this destination is active in social media marketing, especially on Instagram. Various kinds of post content uploaded by Dusun Bambu attract many Instagram users to provide engagement in the form of follows, likes, and comments. The research adopts a qualitative methodology, focusing on analyzing Instagram content from Dusun Bambu and interviewing both marketing informants and consumer participants. The research findings revealed that Dusun Bambu's social media marketing communication strategy for attracting brand engagement includes using interactive sentences, curiosity stimulation, and humor. In addition, this destination also expands its reach by collaborating with celebrities and content creators, as well as utilizing user-generated content by holding giveaways. These activities attract engagement in the form of varied likes and comments, as well as visitor feedback and reviews. The interactions formed a two-way communication between consumer-brand, consumer-creator, and consumer-consumer, strengthening brand engagement.

Keywords*: social media marketing, Instagram, brand engagement, interaction*

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