

Instamarketing: konten instagram perguruan tinggi dan pengaruhnya terhadap penciptaan word of mouth = Instamarketing university s instagram contents and its effect relative to word of mouth

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20455806&lokasi=lokal>

Abstrak

ABSTRAK

Perkembangan teknologi yang terjadi di seluruh dunia menyebabkan terjadinya pergeseran perilaku konsumen. Media komunikasi massa yang sebelumnya menitikberatkan pada penggunaan media tradisional, kini berubah pesat dengan hadirnya teknologi digital dan internet. Sejalan dengan itu, media sosial pun semakin berkembang pesat. Pada sektor pendidikan, perguruan tinggi termasuk salah satu institusi yang turut mempergunakan media sosial, khususnya Instagram untuk menyampaikan informasi terkini, maupun kegiatan promosi. Hal ini dikarenakan persaingan yang terjadi dalam dunia pendidikan, turut mengharuskan perguruan tinggi untuk melakukan kegiatan pemasaran guna meningkatkan kesadaran terhadap merek, dan meningkatkan reputasinya. Penelitian ini mempelajari bagaimana konten yang ditampilkan oleh perguruan tinggi di dalam akun media sosial Instagram, dapat mempengaruhi terciptanya informasi yang bersifat user-centric User-Generated Content oleh para pengikutnya, dan kemudian mendukung penciptaan Word-of-Mouth WOM . WOM diyakini sebagai aktivitas yang memiliki dampak lebih persuasif bagi pengambilan keputusan di masa datang.

ABSTRACT

The development of technology that happen around the world has shifted the way of interaction between individuals. Mass communication media which previously focused on traditional media, is changing rapidly with the presence of digital technology and the internet. As a result, social media is growing rapidly. Social media is currently used as a tool in marketing activity, either by brand or corporate, as people nowadays tend to trust the user centric information than the published centric. In education sector, university is one of the institutions that also utilize social media particularly Instagram, to convey its latest information, as well as to do promotional activities. This is necessary because the business climate in education is getting competitive. Hence, university is required to create effective marketing activities, in order to increase brand awareness, and enhance its reputation. University is required to create effective marketing activities, in order to increase brand awareness, and enhance its reputation. This study aims to explore on how the Instagram content strategies that are implemented by the universities will create effect to the creation of user centric User Generated Content type of information by its followers, and furthermore, to create Word of Mouth WOM . As evaluated in the previous studies, WOM activity is believed to create more persuasive impact for decision making in the future.