

Pemahaman khalayak mengenai mekanisme fitur telusur dalam katagori produk mobile instant messaging melalui strategi viral marketing yang menggunakan short film advertising studi mengenai iklan line find alumni mini drama ada apa dengan cinta = Audience s comprehension of find feature mechanism in mobile instant messaging product category in viral marketing strategies which using short film advertising study of line find alumni mini drama ada apa dengan cinta advertising

Gusti Rahayu Larasati, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404628&lokasi=lokal>

Abstrak

ABSTRAK
Mobile Instant Messaging (MIM) merupakan layanan instant messaging yang dapat diakses melalui telepon genggam. MIM di Indonesia mulai menggunakan viral marketing dalam memasarkan produknya. Iklan Line Find Alumni Mini Drama AADC memperkenalkan format baru dalam menjalankan viral marketing yaitu dengan short film advertising. Short film advertising menfokuskan pada alur cerita dan kadang-kadang produk tersebut bahkan tidak disebutkan. (Binia, 2012).

Makalah ini digunakan untuk mengetahui pemahaman terhadap mekanisme fitur telusur yang terdapat dalam katagori produk Mobile Instant Mesaging melalui short film advertising LINE Find Alumni Mini Drama AADC dalam Viral marketing. Metode yang digunakan adalah wawancara dengan dua informan. Dalam makalah ini ditemukan bahwa Pemahaman yang didapat oleh khalayak dalam short film advertising tidak selalu sesuai dengan pemahaman yang mereka bagikan dalam sosial media dalam menunjang kegiatan viral marketing.

<hr>

ABSTRACT

Mobile Instant Messaging (MIM) is an instant messaging service that can be accessed through mobile phones. MIM in Indonesia began to use viral marketing in marketing their products. Line Ads Find Alumni Mini Drama AADC introducing new format of viral marketing which is short film advertising. Short films advertising focus on storyline and sometimes the product is not even mentioned. (Binia, 2012).

This paper is used to determine the comprehension of the mechanism of search feature that contained in the Mobile Instant Messaging product category through short film advertising LINE Find Alumni Mini Drama AADC in viral marketing. The method used is an interview with two informants. This paper found that the audience comprehension in a short advertising films do not necessarily correspond with the comprehension that they share in social media supporting the activities of viral marketing.; Mobile Instant Messaging (MIM) is an instant messaging service that can be accessed through mobile phones. MIM in Indonesia began to use viral marketing in marketing their products. Line Ads Find Alumni Mini Drama AADC introducing new format of viral marketing which is short film advertising. Short films advertising focus on storyline and sometimes the product is not even mentioned. (Binia, 2012).

This paper is used to determine the comprehension of the mechanism of search feature that contained in the

Mobile Instant Messaging product category through short film advertising LINE Find Alumni Mini Drama AADC in viral marketing. The method used is an interview with two informants. This paper found that the audience comprehension in a short advertising films do not necessarily correspond with the comprehension that they share in social media supporting the activities of viral marketing., Mobile Instant Messaging (MIM) is an instant messaging service that can be accessed through mobile phones. MIM in Indonesia began to use viral marketing in marketing their products. Line Ads Find Alumni Mini Drama AADC introducing new format of viral marketing which is short film advertising. Short films advertising focus on storyline and sometimes the product is not even mentioned. (Binia, 2012).

This paper is used to determine the comprehension of the mechanism of search feature that contained in the Mobile Instant Messaging product category through short film advertising LINE Find Alumni Mini Drama AADC in viral marketing. The method used is an interview with two informants. This paper found that the audience comprehension in a short advertising films do not necessarily correspond with the comprehension that they share in social media supporting the activities of viral marketing.]