

Peran pemahaman subkultur generasi X dan Y dalam membangun strategi keterlibatan konsumen : Studi terhadap Oreo 100th Anniversary campaign, 2012 = The role of understanding generation X and Y subculture to build customer engagement strategy

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Abstrak

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Dalam perkembangannya, industri kini menjadi semakin dinamis dan kompetitif. Hal ini menuntut sebuah merek

untuk semakin kreatif dalam merancang strategi yang tepat kepada konsumennya untuk berlomba menciptakan

daya tarik dan minat khalayak terhadap suatu merek tersebut. Keterlibatan konsumen yang kuat kemudian menjadi unsur yang ingin dicapai dari sebuah merek demi memenangkan hati konsumen di antara merek-merek

lain. Pemahaman akan konsumen dapat dianalisis menurut subkultur umur yang antara lain terbagi ke dalam generasi X dan Y. Makalah ini meneliti keterlibatan konsumen yang terbangun dalam kampanye perayaan 100

tahun Oreo dikaitkan dengan karakter generasi X dan Y. Melalui penelitian kualitatif dengan metode penelitian

studi kasus, makalah ini ingin membuktikan bagaimana pemahaman akan konsumen dilihat dari kategori umurnya, dapat menghasilkan strategi komunikasi yang tepat dan menciptakan keterlibatan konsumen yang kuat

dengan sebuah merek.

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ABSTRACT

Nowadays, industries are acting dynamically and competitively as their development. This is the reason, that brands are competing against each other when it comes to creativity, and planning the right strategy that eventually create public awareness and interests for the brand itself. Customer engagement is the key factor for

a brand to win the hearts of consumer among other brands. Understanding the consumer behavior can be analyze by doing an age sub-culture that are divided by X generation and Y generation. This paper is about a research of customer engagement that applied on the Oreo 100th year anniversary that is associated with X generation and Y generation. By doing a qualitative research with study case method on the research, this paper

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