

## Analisis keterlibatan konsumen terhadap merek dr. Martens melalui strategi pemasaran digital = An analysis of the consumer engagement on dr. Martens brand through digital marketing strategies

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404644&lokasi=lokal>

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### Abstrak

[Perkembangan fashion di Indonesia saat ini mengalami kemajuan yang cukup signifikan. Keterlibatan konsumen dengan merek Dr. Martens di Indonesia, keingintahuan yang tinggi terhadap produk terlihat dari fans, likes, dan followers yang unggul secara jumlah dibandingkan dengan beberapa merek sepatu yang sekelas. Makalah ini meneliti keterlibatan konsumen terhadap merek Dr. Martens di Indonesia yang ditinjau melalui sosial media Facebook Dr. Martens Indonesia, Twitter @DocmartID, dan Instagram @docmartid. Meski keterlibatan dari konsumen tinggi namun nyatanya belum menjawab kebutuhan pasar di Indonesia. Melalui pengolahan data sekunder, ditemukan bahwa konsumen dari Dr. Martens di Indonesia, saat ini lebih cenderung populer. Tidak terasosiasi dengan subkultur dan label yang melekat dari merek ini sebelumnya (skinhead, punk, dan ska);The development of fashion in Indonesia is currently experiencing significant progress. Consumer engagement with the brand Dr. Martens in Indonesia, a high curiosity towards product seen from fans, likes, and superior in the number of followers compared to some brands of shoes on that class. This paper examines about the consumer engagement on Dr. Martens brand in Indonesia who reviewed through social media Facebook Dr. Martens Indonesia , Twitter @docmartid , and Instagram @docmartid. Despite the engagement of consumers high, but in fact has not responded to the needs of the market in Indonesia. Through secondary data processing, found that consumers of the Dr. Martens in Indonesia, it's more populer not still associated with the subculture and a label attached from this brand before (skinhead, punk, and, ska).;The development of fashion in Indonesia is currently experiencing significant progress. Consumer engagement with the brand Dr. Martens in Indonesia, a high curiosity towards product seen from fans, likes, and superior in the number of followers compared to some brands of shoes on that class. This paper examines about the consumer engagement on Dr. Martens brand in Indonesia who reviewed through social media Facebook Dr. Martens Indonesia , Twitter @docmartid , and Instagram @docmartid. Despite the engagement of consumers high, but in fact has not responded to the needs of the market in Indonesia. Through secondary data processing, found that consumers of the Dr. Martens in Indonesia, it's more populer not still associated with the subculture and a label attached from this brand before (skinhead, punk, and, ska)., The development of fashion in Indonesia is currently experiencing significant progress. Consumer engagement with the brand Dr. Martens in Indonesia, a high curiosity towards product seen from fans, likes, and superior in the number of followers compared to some brands of shoes on that class. This paper examines about the consumer engagement on Dr. Martens brand in Indonesia who reviewed through social media Facebook Dr. Martens Indonesia , Twitter @docmartid , and Instagram @docmartid. Despite the engagement of consumers high, but in fact has not responded to the needs of the market in Indonesia. Through secondary data processing, found that consumers of the Dr. Martens in Indonesia, it's more populer not still associated with the subculture and a label attached from this brand before (skinhead, punk, and, ska).]