

## Viral communication dalam komunikasi pemasaran (studi pada produk digital flappy bird) = Viral communication in marketing communication Kokoh Pribadi

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### Abstrak

[<b>ABSTRAK</b><br>

Era digital saat ini merubah cara dalam melakukan banyak hal, termasuk dalam berkomunikasi. Keberadaan internet dan Social media memudahkan komunikasi, dan tidak ada lagi batasan waktu dan tempat yang menghalangi kegiatan berkomunikasi. Penyebaran suatu informasi dari satu orang ke orang yang lain dan seterusnya dapat menyebar secara cepat, atau biasa disebut sebagai viral. Cepatnya informasi menyebar secara viral dapat menciptakan suatu trend tersendiri dan dapat membuat suatu informasi menjadi trend yang sedang ramai dibicarakan. Penyebaran informasi secara viral sendiri dapat digunakan sebagai komunikasi pemasaran suatu produk, yaitu dengan cara Word of Mouth, atau kini disebut juga sebagai Word of Mouse. Pada penelitian ini, ditemukan bahwa suatu informasi atau pesan dikomunikasikan secara viral melalui Social Media, dan kemudian menyebar melalui media konvensional. Penelitian ini juga menemukan bahwa pesan atau informasi yang mengandung emosi dapat menyebar secara viral melalui komunikasi viral, dan suatu pesan atau informasi yang menyebar viral secara tidak sengaja tidak dapat dikategorikan sebagai Komunikasi Pemasaran.

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<b>ABSTRACT</b><br>

Digital era changes many thing in life, including how to communicate. The existing of Internet and Social Media makes communication becomes easy, there's no boundaries like time and space to do some communication now. It also means some information can spread easily and fastly like wildfire, from one people to many people, and so on, or usually they say, going viral. When some information goes viral, that information can become a hot topic in Internet. Going viral also means more attraction, and it can also means more customer in perspective of Marketing Communication. How to use Viral Communication as Marketing Communication can help some product or service to reach their customer. From this research, we conclude that some information or message is communicated by Social Media to become viral, and then spread in mass media. We also conclude that a message with emotional content in it can spreading and become viral, and a message or information that become viral by coincidence cannot categorized as Marketing Communication, Digital era changes many thing in life, including how to communicate. The existing of Internet and Social Media makes communication becomes easy, there's no boundaries like time and space to do some communication now. It also means some information can spread easily and fastly like wildfire, from one people to many people, and so on, or usually they say, going viral. When some information goes viral, that information can become a hot topic in Internet. Going viral also means more attraction, and it can also means more customer in perspective of Marketing Communication. How to use Viral Communication as Marketing Communication can help some product or service to reach their customer. From this research, we conclude that some information or message is communicated by Social Media to become viral, and then spread in mass media. We also conclude that a message with emotional

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