

Pemanfaatan media sosial dalam membangun brand image organisasi keagamaan. Studi kasus: YISC (Youth Islamic Study Club) Al Azhar = The use of social media in building the brand image a religious organization. Case study YISC (Youth Islamic Study Club) Al Azhar

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Abstrak

Penelitian ini bertujuan untuk mengetahui pemanfaatan media sosial dari humas organisasi berbasis keagamaan di era digital, serta menjabarkan ketepatan formulasi social media tools yang digunakan oleh humas organisasi tersebut, terutama terkait penggunaan konten dan dalam kaitannya dengan membangun brand image organisasi. Dari hasil studi kasus penelitian, menunjukkan bahwa media sosial dapat mendorong terciptanya eWOM, sehingga nantinya terlihat beragam opini publik yang berkembang mengenai organisasi, yang akhirnya memunculkan persepsi, membangun brand awareness, lalu membentuk image tersendiri terkait organisasi. Sehingga tercermin bahwa media sosial dan komunitas merupakan medium komunikasi antara anggota organisasi dan brand mempunyai peran penting dalam membangun brand image organisasi.

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This research conducted to understand social media utilization of PR of religious organization in the digital era, and outline the accuracy of the formulation of social media tools used by PR in that organization, especially regarding to use content and due to build the brand image organization. Case study in this research shows that social media can encourage the creation of eWOM, eventually it will be coming up a variety of public opinion about the organization, which cause build the perception and build brand awareness, in the end will be create its own image related to the organization. It also concluded that social media and community as a medium of communication between the members of the organization and the brand has a very large role in building brand image organization, especially religious organization.

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