

Pengaruh customer engagement terhadap pembentukan personal brand
Ridwan Kamil: studi kasus akun resmi facebook Ridwan Kamil. =
Customer engagement influence on Ridwan Kamil s personal brand:
case study Ridwan Kamil s facebook official account

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Abstrak

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Ridwan Kamil menggunakan media sosial untuk membangun personal brand dan alat komunikasi kepada publiknya. Media sosial digunakannya sebagai media interaktif dengan warga Bandung dan alat membangun citra atau personal brand. Personal branding merupakan upaya untuk mengidentifikasi apa yang membuat brand relevan sehingga brand berbeda. Berbagai cara digunakan untuk memotivasi publik berinteraksi dengan brand termasuk melibatkan publik dalam strategi-strategi perusahaan dalam tingkatan fisik, kognitif, dan emosional yang bersifat jangka panjang didasari kepentingan masing-masing pihak atau disebut dengan customer engagement. Penelitian ini menemukan bahwa customer engagement Ridwan Kamil melalui media sosial membantu pembentukan personal brandnya. Meski customer engagement hanya berkontribusi sebesar

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Ridwan Kamil uses social media to build personal brand and communication tools to the public. Social media used as interactive media for the citizens of Bandung and image building and personal branding tools. Personal branding is an attempt to identify what makes a brand relevant and differentiate them from another brand. Various means are used to motivate the public to interact with the brand that includes engaging the public in the companie strategies on physical, cognitive, emotional levels in a long-term based on the interests of each party or commonly known as customer engagement. This study found that Ridwan Kamil customer engagement through social media help build his personal brand. Although it only contribute of 20% to the Ridwan Kamil?s personal branding, respondents stated that Ridwan Kamil?s official Facebook account management had involved the public with collaboration dimension values as the most influential according to the respondents. Research also shows that Ridwan Kamil had build a very good and strong personal brand in respondent?s mind.