

Analisis customer engagement marketing public relations online shop vanilla hijab melalui akun instagram dan official line studi kasus pada instagram @vanillahijab dan official line @vanillainfo = Customer engagement analysis of marketing public relations vanilla hijab online shop through instagram account and official line case study instagram @vanillahijab and official line @vanillainfo / Sheila Diah Nurdamayastri

Sheila Diah Nurdamayastri, author

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Abstrak

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Dalam rangka menciptakan customer engagement, praktisi Public Relations (PR) dapat melakukan berbagai cara, mulai dari meningkatkan komunikasi dua arah hingga melakukan berbagai kegiatan promosi menggunakan taktik Marketing Public Relations (MPR). Terdapat berbagai taktik MPR yang biasa digunakan oleh perusahaan untuk mempromosikan, bukan hanya produk, namun juga citra dan brand perusahaan. Untuk membantu menyebarkan informasi mengenai kegiatan-kegiatan MPR, perusahaan sering menggunakan media sosial dan akun resmi di aplikasi pesan instan. Dengan fakta tersebut, pembahasan inipun ditujukan untuk mengkaji hasil customer engagement Vanilla Hijab yang menggunakan marketing public relations melalui akun instagram @VanillaHijab dan akun resmi LINE @VanillaInfo. Selain itu dibahas juga taktik MPR yang digunakan serta sejauh mana hasil customer engagement yang dilakukan oleh Vanilla Hijab bila diukur menggunakan konsep tahapan customer engagement menurut Dave Evans. Setelah melakukan pengkajian, ditemukan bahwa Vanilla Hijab telah melaksanakan keempat tahapan customer engagement tersebut, yaitu mulai dari consumption, curation, creation, hingga collaboration.

ABSTRACT

In order to create customer engagement, public relations (PR) practitioners can do many things, starting from increasing two way communications until doing many kinds of promotional activities using Marketing Public Relations tactics. There are many kinds of MPR tactics that usually used by companies to promotes not only their products, but also their company's reputation and their brand. To help spreading informations about their MPR activities, companies often use social media and official account in instant messaging application. Based on that fact, this review focusing to analyze customer engagement Vanilla Hijab by their MPR activities through their instagram account @VanillaHijab and Official LINE @VanillaInfo. Another objective of this review is to finds out what kind of MPR tactics that been used by them and how far is the level of their customer engagements that they had been done measured based on Dave Evans' customer engagement stage. After doing an analysis, researcher finds that Vanilla Hijab has done all four stages of Dave Evans' customer engagement, starting from consumption, curation, creation, until collaboration stage.