

Pengaruh evaluasi firm created content dan user generated content terhadap customer based brand equity = Effect of firm created content and user generated content evaluation on customer based brand equity

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Abstrak

Media sosial telah meledak sebagai kategori wacana online dimana orang dapat membuat konten, membagi, memberi bookmark dan jaringan pada tingkat yang luar biasa. Meskipun menciptakan peluang besar, media sosial juga memberikan tantangan tersendiri bagi perusahaan. Khususnya berkaitan dengan user generated content. Media sosial, memungkinkan user menciptakan pengaruh positif dan negatif terhadap brand equity. Oleh karena itu banyak researcher menyarankan kepada marketer untuk ikut terlibat di media sosial dengan memanfaatkan firm created content dimana perusahaan dapat membuat dan mengontrol konten dan percakapan di media sosial.

Beberapa penelitian telah dilakukan terkait komunikasi media sosial dan manajemen merek. Namun terdapat kesenjangan literatur tentang isu dan tantangan yang dihadapi dalam menggunakan komunikasi media sosial terhadap ekuitas merek baik di industri maupun jenis media sosial yang digunakan. Selain itu, studi tentang firm created content dan user generated content terhadap brand equity sangat jarang ditemukan di Indonesia sehingga penelitian ini bertujuan untuk menyoroti isu dan tantangan komunikasi media sosial baik itu firm generated content maupun user generated content dalam meningkatkan brand equity dalam industry kosmetik Indonesia.

Social media has exploded as an online discourse category where people can create content, share, bookmark and network at an incredible rate. Despite creating great opportunities, social media also poses a challenge for the company. Specifically related to user generated content. Social media allows users to create positive and negative influences on brand equity. Therefore, many researchers advise marketers to get involved in social media by utilizing firm created content where companies can create and control content and conversations in social media.

Several studies have been conducted related to social media communication and brand management. However, there is a literature gap on issues and challenges faced in using social media communication to brand equity both in industry and the type of social media used. In addition, the study on firm created content and user generated content on brand equity is very rare in Indonesia so that this study aims to highlight issues and challenges of social media communication, both firm-based and content-generated content in enhancing brand equity in the Indonesian Kosmetik industry.