

Proses pembentukan brand love dalam realitas siber: studi netnografi pada electronic word of mouth dari brand skin care di situs microblogging = The process of forming brand love in a cyber reality: a netnographic study of skin care brands' electronic word of mouth on microblogging site

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Abstrak

Tesis ini membahas bagaimana brand love terhadap produk skin care dapat terbentuk dari topik-topik yang dibahas konsumen pada electronic word of mouth yang dibagikan melalui Twitter. Konsep pembentukan brand love meliputi terjadinya brand experience dari konsumen, mulai terbentuknya brand love dengan brand experience consequence dan kemudian brand love terbentuk melalui lima dimensi, yaitu passion for a brand, brand attachment, positive evaluation of the brand, positive emotions in response to the brand dan declarations of love toward the brand. Analisis data dilakukan dengan enam tahapan pengkodean, yaitu coding, noting, abstracting, checking and refinement, generalizing, serta theorizing. Data yang digunakan adalah tweet yang memiliki keyword produk-produk skin care dengan periode data selama 1 tahun. Dari proses analisis data, ditemukan tiga brand skin care tertinggi yaitu Viva, Garnier dan Wardah yang akan menjadi penentu Hasil penelitian menunjukkan bahwa konsumen secara sukarela membagikan brand experience mereka dengan semangat altruisme. Kemudian, brand experience konsumen dalam menggunakan produk skin care tidak semuanya positif, namun bisa juga netral dan negatif. Pendapat konsumen sangat tergantung dengan kemampuan produk skin care pada kulit mereka. Penelitian menemukan kebaruan teori dimana brand experience consequences ternyata tidak positif secara tunggal, namun dapat memiliki emosi negatif dan netral. Dengan begitu, ikatan konsumen dengan brand dapat terbentuk melalui kesan negatif atau bahkan netral dalam prosesnya. Penelitian ini memiliki kebaruan yaitu kemampuan untuk karakteristik perilaku konsumen dari produk skin care melalui metode netnografi, merekomendasikan penelitian lain untuk dapat melakukan penelitian dengan metode serupa.

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This thesis discusses how brand love for skin care products can be formed from topics discussed by consumers in electronic word of mouth shared via Twitter. The concept of brand love formation includes the occurrence of brand experience from consumers, brand formation begins with brand experience consequence and then brand love is formed through five dimensions, namely passion for a brand, brand attachment, positive evaluation of the brand, positive emotions in response to the brand and declarations of love toward the brand. Data analysis was carried out with six stages of coding, namely coding, noting, abstracting, checking and refinement, generalizing, and theorizing. The data used are tweets that includes skin care products keywords with a data period of one year. From the data analysis process, it is found that there are three highest skin care brands, Viva, Garnier and Wardah. The research shows that consumers voluntarily share their brand experience with a spirit of altruism. Thus, consumers brand experience in using skin care products can also be neutral and negative, not only positive. Consumer opinion is very dependent on the efficacy of skin care products on their skin. The research found a new perspective that brand

experience consequences can have negative and neutral emotions. That way, the bond between consumers and brands can be formed through negative or even neutral impressions in the process. This research has a novelty that is the ability to characterize the consumer behavior of skin care products through the netnographic method, recommending other studies to be able to conduct research with similar methods.