

# Analisis strategi penggunaan media sosial instagram dan youtube dalam menghadapi perubahan perilaku konsumen selama pandemi covid-19 (Studi kasus: Traveloka Indonesia) = Media in facing changes in consumer behavior during the covid-19 pandemic (Case study: Traveloka Indonesia)

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## Abstrak

Traveloka Indonesia mengalami penurunan jumlah konsumen drastis selama masa pandemi Covid-19 pada tahun 2020. Ini tidak terlepas dari perubahan perilaku yang disebabkan adanya ruang gerak yang terbatas akibat pandemi. Untuk mengatasi penurunan konsumen tersebut, Traveloka menerapkan Integrated Marketing Communication dalam kegiatan promosinya yang difokuskan pada elemen periklanan, publisitas, dan promosi penjualan. Media promosi yang digunakan diantaranya adalah Youtube dan Instagram. Melalui kedua media sosial ini, Traveloka menerapkan elemen-elemen bauran promosi tersebut sesuai dengan tahapan perubahan perilaku konsumen yang terdapat pada masa pandemi yakni comfort, fear, adjustment, dan establish. Makalah ini bertujuan untuk melihat bagaimana penerapan elemen bauran promosi yang diterapkan oleh Traveloka di media sosial Youtube dan Instagramnya, serta penerapan elemen media sosial pada setiap aktivitasnya berdasarkan tahapan perubahan perilaku konsumen saat pandemi.

.....Traveloka Indonesia experienced a drastic decrease in the number of consumers during the Covid- 19 pandemic in 2020. This is inseparable from changes in behavior caused by limited space due to the pandemic. To overcome this decline in consumers, Traveloka implements Integrated Marketing Communication in its promotional activities which are focused on the elements of advertising, publicity and sales promotion. The promotional media used include Youtube and Instagram. Through the second social media, Traveloka implements these promotional elements in accordance with the stages of changing consumer behavior during the pandemic, namely comfort, fear, adjustment and stability. This paper aims to see how the promotional mix elements applied by Traveloka on its YouTube and Instagram social media, as well as the application of social media elements in each of its activities based on the stages of consumer behavior during the pandemic.