

Pengaruh Message Appeal terhadap Engagement Behavior pada Pesan Donasi = Effect of Message Appeal on Engagement Behavior on Donation Messages

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Abstrak

Penggunaan media sosial yang banyak digunakan dalam konteks sosial, salah satunya untuk donasi oleh Kitabisacom. Menyebarkan pesan promosi donasi melalui media sosial memiliki kaitan dengan daya tarik pesan, yang terdiri atas rational appeal dan emotional appeal. Penggunaan message appeal dapat didekati oleh dual process theory sebagai kerangka konseptual dan hipotesis guna menjelaskan bagaimana rational appeal dan emotional appeal menghasilkan engagement behaviour. Penelitian berikut dilakukan pada 136 konten TikTok Kitabisacom menggunakan analisis isi kuantitatif yang diuji melalui regresi berganda. Berdasarkan hasil penelitian, ditemukan bahwa baik rational appeal dan emotional appeal secara simultan dan parsial memiliki pengaruh terhadap engagement behaviour, dengan rational appeal sebagai determinan terbesar.

.....The use of social media is widely used in social contexts, one of which is for donations by Kitabisacom. Spreading donation promotional messages through social media is related to the appeal of the message, which consists of rational appeal and emotional appeal. The use of message appeal can be approached by dual process theory as a conceptual framework and hypothesis to explain how rational appeal and emotional appeal produce engagement behavior. The following research was conducted on 136 Kitabisacom TikTok content using quantitative content analysis tested through multiple regression. Based on the results of the study, it was found that both rational appeal and emotional appeal simultaneously and partially have an influence on engagement behavior, with rational appeal as the biggest determinant.