

Peran Pemain Dalam Membangun Engagement Manchester United Di Instagram Pada Periode Window Transfer Musim Panas 2022 = The Role Of Players In Building A Manchester United Engagement On Instagram In The Summer 2022 Window Transfer Period

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Abstrak

'Engagement' merupakan perhatian yang diberikan oleh pelanggan kepada perusahaan yang tidak termasuk ke dalam pembelian. 'Influencer' dianggap penting dalam dunia pemasaran karena mampu meningkatkan 'engagement' perusahaan. 'Sport communication' juga membutuhkan 'influencer' untuk mendekati diri kepada pelanggan yaitu 'supporter'. Penelitian ini membahas hubungan antara 'engagement' pemain yang datang di bursa musim panas 2022 terhadap 'engagement' Manchester United. Metode yang digunakan pada penelitian ini adalah analisis 'Pearson correlation' dan analisis konten Instagram Manchester United dan Instagram pribadi pemain. Penelitian ini menemukan terdapat hubungan antara peningkatan 'engagement' pemain terhadap peningkatan 'engagement' Manchester United. Kedatangan pemain yang memiliki 'engagement' tinggi dan pengemasan konten Instagram mendukung peningkatan 'engagement' Instagram Manchester United di bursa transfer musim panas.

.....'Engagement' is the awareness given by the customer to the company that is not included in the purchase. Influencers are considered important in the world of marketing because they can increase company engagement. Sport communication also requires influencers to get closer to customers, namely supporters. This study discusses the relationship between the engagement of players who come in the 2022 summer market to the engagement of Manchester United. The method used in this study is the Pearson correlation analysis and analysis of Manchester United's Instagram content and the players' personal Instagram. This study found that there was a relationship between increasing player engagement and increasing Manchester United engagement. The arrival of players who have high engagement and packaging of Instagram content supports the increase of Manchester United's Instagram engagement in the summer transfer market.