

# Hubungan Audience Appropriation dengan Minat Beli Konsumen (Studi Kasus pada Content Marketing #TokopediaHaul atau #RacunTokped) = Correlation between Audience Appropriation and Consumer Purchase Intention (Case Study on Content Marketing #TokopediaHaul or #RacunTokped)

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## Abstrak

Persaingan e-commerce yang semakin kompetitif mengharuskan Tokopedia untuk terus berinovasi dalam mengembangkan strategi pemasaran untuk menarik minat beli konsumen. Salah satu inovasi Tokopedia adalah mengembangkan strategi content marketing #TokopediaHaul atau #RacunTokped yang diadaptasi dari konten "Racun TikTok" yang sebelumnya telah menjadi tren dan terbukti berpengaruh terhadap minat beli konsumen. Namun, konten-konten #TokopediaHaul atau #RacunTokped tersebut tak jarang masih memiliki performa rendah dan keberadaannya pun tak sefenomenal konten viral "Racun TikTok" yang menjadi acuan adaptasinya. Dengan metode pengumpulan data studi pustaka, penelitian ini pun berusaha menganalisis strategi content marketing #TokopediaHaul atau #RacunTokped dalam menarik minat beli konsumen dan bagaimana keterlibatan Audience Appropriation di dalamnya. Dengan didasarkan pada penelitian terdahulu, ditemukanlah bahwa media sosial memang menjadi salah satu sumber informasi utama konsumen terkait produk dan content marketing pun terbukti berpengaruh terhadap minat beli konsumen. Media sosial dan content marketing pun diasumsikan sangatlah kuat dalam menyampaikan pesan yang dapat meningkatkan minat beli audiens. Strategi content marketing #TokopediaHaul atau #RacunTokped yang diadaptasi dari tren konten "Racun TikTok" pun tampak dibentuk berdasarkan asumsi bahwa content marketing yang menarik dan mengikuti tren adalah alat yang sangat powerful dalam memengaruhi minat beli konsumen. Hanya saja, jika dianalisis berdasarkan Audience Appropriation, pembentukan minat beli sebenarnya tak semata berasal dari content marketing yang menarik dan mengikuti tren saja, namun konteks yang menyertai konsumen selaku audiens juga harus diperhatikan, terutama konteks kebutuhan yang konsumen miliki ketika berinteraksi dengan konten.

.....The increasingly competitive e-commerce competition requires Tokopedia to be innovative in developing marketing strategies to attract consumer purchase intention. One of Tokopedia's innovations is to develop a content marketing strategy of #TokopediaHaul or #RacunTokped which is adapted from the content of "Racun TikTok" which has previously become a trend and has proven to have an effect on consumer purchase intention. However, the content of #TokopediaHaul or #RacunTokped often still has low performance and its existence is not as phenomenal as the viral content "Racun TikTok" which is the reference for its adaptation. With the literature study data collection method, this research tries to analyze the content marketing strategy of #TokopediaHaul or #RacunTokped in attracting consumer purchase intention and how the involvement of Audience Appropriation in it. Based on previous research, it was found that social media is indeed one of the main sources of information related to products for consumer and content marketing has also been proven to have an effect on consumer purchase intention. Social media and content marketing, therefore, are assumed to be very powerful in conveying messages that can increase audience purchase intention. The content marketing strategy of #TokopediaHaul or #RacunTokped which

was adapted from the content trend of "Racun TikTok" also seems to be formed based on the assumption that interesting and trend-following content marketing is a very powerful tool in influencing consumer purchase intention. However, if analyzed with the Audience Appropriation concept, the formation of purchase intention does not necessarily come from content marketing that is attractive and trend-following, but the context that accompanies consumers as audiences must also be considered, especially the context of the needs that consumers have when interacting with content.