

Pengaruh Social Media Marketing terhadap Brand Awareness dan Brand Image (studi pada HuntStreet.com) = The Effect of Social Media Marketing to Brand Awareness and Brand Image (case study on HuntStreet.com)

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Abstrak

Pemasaran yang dilakukan melalui media sosial (social media marketing) telah banyak dimanfaatkan di era digital. Salah satu keuntungan dalam melakukan social media marketing adalah bisnis dapat mengenalkan merek (brand) kepada khalayak. Beberapa penelitian terdahulu juga telah membuktikan bahwa social media marketing memiliki pengaruh yang positif terhadap brand awareness dan brand image. Tesis ini menguji pengaruh social media marketing (pemasaran media sosial) terhadap brand awareness (kesadaran merek) dan brand image (citra merek) pada HuntStreet.com, bisnis yang bergerak di bidang sustainable fashion. Dimana HuntStreet.com aktif melakukan pemasaran di media sosial instagram, youtube, dan facebook. Namun respon khalayak dapat dikatakan rendah, hal ini dilihat dari hasil penelusuran di search engine Google terkait HuntStreet.com yang masih sedikit dan rating beserta ulasan terkait HuntStreet.com di Google Review yang juga rendah. Hal ini bertolak belakang dari konsep social media marketing dan juga hasil penelitian terdahulu yang menunjukkan adanya pengaruh ketika melakukan pemasaran di media sosial terhadap brand awareness dan brand image dari merek tersebut. Menggunakan paradigma positivisme, penelitian ini adalah penelitian kuantitatif yang menggunakan metode analisis jalur yang menguji empat hipotesis berupa pengaruh social media marketing terhadap brand awareness, brand awareness terhadap brand image, social media marketing terhadap brand image, dan social media marketing terhadap brand image melalui brand awareness. Variabel social media marketing dalam penelitian ini menggunakan 6 dimensi: entertainment, interaction, customization, electronic word of mouth (E-WOM), trendiness, dan advertisement. Hasil penelitian menunjukkan bahwa ke-empat hipotesis alternatif (Ha) diterima, yakni social media marketing memiliki pengaruh positif terhadap brand awareness, brand awareness memiliki pengaruh positif terhadap brand image, social media marketing memiliki pengaruh positif terhadap brand image, dan social media marketing memiliki pengaruh positif terhadap brand image melalui brand awareness. Kesimpulan bahwa hasil penelitian sejalan dengan penelitian-penelitian terdahulu dan pemasaran yang dilakukan menggunakan media sosial dapat berpengaruh terhadap pengetahuan khalayak terhadap merek dan membangun citra merek.

.....Using social media to do marketing (social media marketing) has been widely used in the digital era. One of the advantages of doing social media marketing is that businesses can introduce the brand to audiences. Several previous studies have also proven that social media marketing has a positive influence on brand awareness and brand image. This thesis examines the effect of social media marketing on brand awareness and brand image at HuntStreet.com, a business engaged in sustainable fashion. HuntStreet.com is actively marketing on social media such as Instagram, YouTube and Facebook. However, audience response can be said to be low, this can be seen from the search results on the Google search engine related to HuntStreet.com which are still low and ratings and reviews related to HuntStreet.com on Google Reviews which are also low. This is contrary to the concept of social media marketing and also the results of previous

studies which show that there is an influence when marketing on social media has on brand awareness and brand image of the brand. Using the positivism paradigm, this research is a quantitative study that uses path analysis methods that test four hypotheses in the form of the influence of social media marketing on brand awareness, brand awareness on brand image, social media marketing on brand image, and social media marketing on brand image through brand awareness. Social media marketing variable in this study use 6 dimensions: entertainment, interaction, customization, electronic word of mouth (E-WOM), trendiness, and advertisement. The results showed that the four alternative hypotheses (Ha) were accepted, namely social media marketing had a positive effect on brand awareness, brand awareness had a positive effect on brand image, social media marketing had a positive effect on brand image, and social media marketing had a positive influence positive attitude towards adapting brand image through brand awareness. The conclusion is that the results of this research are in line with previous studies and marketing carried out using social media can influence audience knowledge of brands and build brand images.