

Analisis Strategi Green Marketing Communication dalam Campaign #BijakBerplastik Danone-Aqua di Instagram = Analysis of Green Marketing Communication Strategy in Danone-Aqua's #BijakBerplastik Campaign on Instagram

Al-Husna An-Nadhiroh, author

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Abstrak

Tulisan ini membahas mengenai analisis strategi green marketing communication dalam kampanye #BijakBerplastik Danone-Aqua di Instagram. Penelitian ini disusun menggunakan metode studi literatur dan analisis konten kuantitatif dan kualitatif untuk menggambarkan karakteristik dan membahas secara mendalam strategi green marketing communication yang dilakukan oleh Danone-Aqua dalam kampanye #BijakBerplastik di Instagram. Hasil analisis menemukan bahwa akun instagram @aqualestaari menjadi medium amplifikasi kampanye #Bijakberplastik melalui berbagai jenis konten seperti infografis, poster, event report, kuis, dan video. Strategi ini berhasil menarik perhatian dan mendapat dukungan positif dari audiens tercermin dari jumlah interaksi dan respons yang diterima, baik melalui likes, comments, maupun impression pada konten yang diunggah di Instagram.

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This paper discusses the analysis of the green marketing communication strategy in Danone-Aqua's #BijakBerplastik campaign on Instagram. The paper is structured using a combination of literature review and qualitative and quantitative content analysis to depict and thoroughly discuss the characteristics of the green marketing communication strategy implemented by Danone-Aqua in the #BijakBerplastik campaign on Instagram. The analysis findings indicate that the Instagram account @aqualestaari serves as an amplification medium for the #Bijakberplastik campaign through various types of content, such as infographics, posters, event reports, quizzes, and videos. This strategy successfully captures attention and receives positive support from the audience, as reflected in the number of interactions and responses received, including likes, comments, and impressions on the uploaded content on Instagram.