

# Membangun Engagement Melalui Aktivitas Event & Social Media Digital Marketing & Consumer Activation Coca-Cola Amatil Indonesia = Build Engagement Through Event & Social Media Activity Digital Marketing & Consumer Activation Coca-Cola Amatil Indonesia

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## Abstrak

Perkembangan internet dan social media beberapa tahun terakhir ini menjadi salah satu fenomena yang menarik minat banyak industri. Banyak Industri yang tertarik menggunakan Social Media sebagai salah satu tools dalam kegiatan promosi. Social Media Marketing Industry Report mendapatkan fakta 58 % bisnis yang menggunakan social media selama lebih dari 3 tahun melaporkan adanya peningkatan penjualan (sales), data lainnya menyebutkan 85% bisnis yang menggunakan social media sebagai bagian dari strategi pemasaran (marketing strategy) melaporkan adanya peningkatan di market exposure. Promosi juga dapat dilakukan melalui aktivitas event. Promosi melalui social media dan event bertujuan membangun engagement antara brand dan customer.

Coca-Cola Amatil Indonesia menggunakan 2 jenis social media yaitu Twitter dan Facebook, selain itu Coca-Cola Amatil Indonesia juga melakukan kegiatan promosi melalui event-event yang di dukung penuh oleh Coca-Cola Amatil Indonesia. Laporan Akhir Magang ini membahas tentang bagaimana Digital Marketing & Consumer Activation membangun engagement antara brand Coca-Cola dan konsumen melalui aktivitas event dan social media sebagai bagian dari promosi di Coca-Cola Amatil Indonesia

.....The development of the internet and social media these last few years become one of the phenomena that attracted many industries. Many industries who are interested in using Social Media as one of the tools in promotional activities. Social Media Marketing Industry Report getting the fact that 58% of businesses use social media for over 3 years reported an increase in sales (sales), other data mentioned 85% of businesses that use social media as part of a marketing strategy (marketing strategy) reported an increase in market exposure. The promotion can also be done through the activity event. Promotion through social media and event aims to build engagement between brand and customer.

Coca Cola Amatil Indonesia uses 2 types of social media: Twitter and Facebook. Coca-Cola Amatil Indonesia also doing promotional activities through the events that are supported by Coca-Cola Amatil Indonesia. This Internship final report discusses how Digital Marketing & amp; Consumer Activation to build brand engagement between Coca-Cola and consumers via social media events and activities as part of a promotion in Coca-Cola Amatil Indonesia