

# **Memahami Meme Marketing di Media Sosial (Sebuah Tinjauan Pustaka) = Understanding Meme Marketing in Social Media (A Literature Review)**

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## **Abstrak**

Perkembangan penggunaan media hingga saat ini telah melahirkan sebuah budaya populer, salah satunya meme yang digunakan sebagai media ekspresi yang bersifat jenaka. Akan tetapi, dalam dekade terakhir meme tidak hanya digunakan untuk tujuan komedi, namun juga sebagai pemicu percakapan dengan topik apapun. Beberapa perusahaan kemudian diamati memanfaatkan meme dalam strategi pemasarannya. Tinjauan literatur ini dilakukan untuk menelaah lebih dalam mengenai alasan di balik implementasi meme marketing dalam strategi pemasaran digital dan faktor-faktor yang bisa mendorong kesuksesan meme marketing itu sendiri. Dalam mengkaji sepuluh literatur, ditemukan bahwa implementasi meme marketing yang didasari atas tiga faktor—isi konten, konsumen, dan media—dalam media sosial bisa meningkatkan brand recall dan customer engagement.

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The advancement of the usage of media today has given birth to mass popular culture, one of which is the existence of memes that have been used as a humorous medium of self-expression. However, in the last decade, memes have not only been used for comedic purposes, but also used as a trigger for conversation-starters in any kind of topic. Several companies were then observed utilizing memes in their marketing strategies. This literature review was conducted to examine more deeply the reason behind meme marketing implementation as digital marketing strategy and the factors that can elevate the success of meme marketing itself. By reviewing ten sources, it was found that implementing meme marketing based on content-related factors, customer-related factors, and media-related factors in social media can significantly increase brand recall and customer engagement.