

Penerapan Viral Marketing berupa Jingle "Susu Cimory Rasanya Banyak Banget!" oleh Cimory Indonesia dalam Membangun Brand Awareness = The Implementation of Viral Marketing in the form of Jingle "Susu Cimory Rasanya Banyak Banget!" by Cimory Indonesia in Building Brand Awareness

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Abstrak

Pesatnya perkembangan media digital membuat konten-konten di media sosial dapat dengan mudah viral di kalangan masyarakat. Hal ini mendorong terbentuknya strategi komunikasi berupa Viral Marketing, yaitu strategi pemasaran Word of Mouth berbasis jaringan internet yang memungkinkan distribusi konten secara eksponensial dalam waktu yang singkat dan cepat. Cimory Indonesia merupakan satu di antara brand yang menerapkan Viral Marketing melalui kampanye #SusuBanyakRasa. Cimory Indonesia menggunakan jingle sebagai bagian dari strategi Viral Marketing untuk membangun awareness khalayak terhadap produk susu Cimory. Makalah ini bertujuan untuk menganalisis dan memahami penerapan Viral Marketing dalam bentuk jingle "Susu Cimory Rasanya Banyak Banget!" dalam membangun brand awareness khalayak. Jingle iklan Cimory ini sempat viral karena unik, menarik, dan frekuensi pemutarannya yang cukup masif serta terintegrasi di berbagai media. Melalui analisis konten kualitatif terhadap respons khalayak di media sosial, disimpulkan bahwa jingle iklan Cimory efektif dalam membangun atau meningkatkan awareness khalayak terhadap brand dan pesan yang ingin disampaikan. Hal ini dilihat dari bagaimana khalayak tertarik berdiskusi dan membagikan pengalamannya mendengar jingle iklan Cimory di media sosial, bahkan sampai menghafalkannya.

.....The rapid advancement of digital media has enabled social media content to easily go viral in public. This has driven the development of communication strategies such as Viral Marketing, an internet-based Word-of-Mouth marketing approach that facilitates the exponential distribution of content in a short period. Cimory Indonesia is one of the brands that has successfully implemented Viral Marketing through its #SusuBanyakRasa campaign. As part of this strategy, Cimory Indonesia employed a jingle to build public awareness of its milk products. This paper aims to analyze and understand the implementation of Viral Marketing through the jingle "Susu Cimory Rasanya Banyak Banget!" in fostering brand awareness. The jingle went viral due to its uniqueness, appeal, and high-frequency activation across various media platforms. Through qualitative content analysis of audience responses on social media, it is concluded that the Cimory advertisement jingle effectively builds and enhances public awareness of the brand and its intended message. This is evidenced by how audiences were drawn to discuss and share their experiences of hearing the jingle on social media, even to the extent of memorizing it.