

ABSTRACT

Gabriella Pietra Febriani (00000013139)

THE ANALYSIS OF DIGITAL BRANDING: ROLES OF SOCIAL MEDIA AND BRAND COMMUNITY IN CUSTOMER ENGAGEMENT FOR MILENNIALS MARKET (STUDY IN LOCAL COFFEE SHOPS)

(xv+162 pages; 17 figures; 6 tables; 16 appendices)

The study is about the roles of social media and brand community, and the extent in which the roles help in engaging millennials as the target market in local coffee shop industry. Twelve local coffee enthusiasts are interviewed and studied qualitatively using phenomenology approach. Social media and online brand community observations are also conducted to collect visual data regarding the digital branding. The study finds that social media and brand community are effective tools to engage with millennials market particularly in local coffee shop industry. Moreover, there are some aspects of both tools that affecting the level of engagement such as, source of information, content, endorsement, and event. These aspects affect customer behavior in two ways, pre-purchase and post purchase behavior, as well as their loyalty. Thus, managerial implication is formed based on the findings to suggest recommendations of better engaging strategy for the local coffee shop industry.

Keywords : Social media, Brand community, Customer behavior, Customer engagement, Customer loyalty, Local coffee shops

References : 127 (2001-2018)