

ABSTRAK

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IMPLEMENTASI *SOCIAL MEDIA MARKETING* AKUN INSTAGRAM @KIMIKU_INDONESIA OLEH PLANDO DIGITAL DALAM MENINGKATKAN *REACH* DAN *ENGAGEMENT*

(xii + 70 halaman: 23 gambar; 12 lampiran)

Kata kunci: Komunikasi, Media Sosial, AISAS, *Integrated Marketing Communication*, *Digital Marketing*, *Social Media Marketing*, *Engagement*, *Reach*

Pandemi Covid-19 berdampak pada sektor ekonomi Indonesia khususnya bagi para pelaku koperasi dan usaha mikro kecil dan menengah (UMKM). Agar bisa bertahan, mereka perlu memperluas wilayah penjualan dan pemasarannya ke ranah *digital*. Banyaknya jumlah pengguna media sosial yang terus bertambah di Indonesia menjadi suatu peluang bagi para pelaku UMKM untuk melaksanakan kegiatan pemasarannya lewat media sosial.

Pemegang selaku *social media specialist* di Plando Digital dipercayakan untuk mengimplementasikan strategi *social media marketing* untuk akun Instagram klien @Kimiku_Indonesia. Tujuannya adalah untuk meningkatkan *reach* dan *engagement* akun klien di Instagram. Pemegang hendak membahas apa saja yang telah didapatkan selama magang menggunakan pendekatan komunikasi, *integrated marketing communication*, *digital marketing*, AISAS, media sosial, dan *social media marketing*.

Dalam implementasi *social media marketing*, Plando murni fokus pada optimalisasi konten yang sifatnya organik seperti desain Instagram *feed*, *caption*, *hashtag*, dan sebagainya. Dengan berbagai strategi yang diaplikasikan, tujuan magang pun tercapai. Hasilnya membuktikan bahwa tanpa mengandalkan jasa *influencer* ataupun *endorsement*, Plando tetap mampu meningkatkan *reach* dan *engagement* pada akun Instagram @Kimiku_Indonesia.

Referensi: 19 (2010-2022)

ABSTRACT

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IMPLEMENTATION OF SOCIAL MEDIA MARKETING INSTAGRAM ACCOUNT @KIMIKU_INDONESIA BY PLANDO DIGITAL IN INCREASING REACH AND ENGAGEMENT

(xii + 70 pages: 23 pictures; 12 attachments)

Keywords: Communication, Social Media, AISAS, Integrated Marketing Communication, Digital Marketing, Social Media Marketing, Engagement, Reach

Covid-19 pandemic has had an impact on the Indonesian economic sector, especially UMKM. In order to survive, they need to expand their sales and marketing areas into the digital realm. The large number of social media users that continues to grow in Indonesia is an opportunity for UMKM to carry out marketing activities through social media.

Intern as a social media specialist at Plando Digital is entrusted with implementing the social media marketing strategy for the client's Instagram account @Kimiku_Indonesia. The goal is to increase the reach and engagement of client's account on Instagram. The intern will discuss what has been obtained during the internship using approaches such as communication, integrated marketing communication, digital marketing, AISAS, social media, and social media marketing.

In implementing social media marketing, Plando purely focuses on optimizing organic content such as designing Instagram feeds, captions, hashtags, and so on. With various strategies applied, the objective of the internship was achieved. The results proved that without relying on influencer or endorsement services, Plando was still able to increase reach and engagement on @Kimiku_Indonesia's Instagram account.

Reference: 19 (2010-2022)