

ABSTRAK

Memes Andiany (00000022768)

PERAN SOCIAL MEDIA MANAGER THE ENTREPRENEUR SOCIETY DALAM UPAYA MENINGKATKAN KESADARAN PENGGUNA INSTAGRAM AKAN MEREK

(xiv + 130 halaman: 70 gambar; 18 lampiran)

Kata kunci : *Digital Marketing, Social Media Marketing, The Entrepreneur Society, Instagram, HelloGram*

Perkembangan industri ekonomi digital yang sangat pesat di zaman sekarang ini menimbulkan pergeseran pemasaran di masyarakat. Pemasaran yang dulunya dilakukan melalui media tradisional, sudah banyak yang beralih ke *media digital*, terutama media baru seperti *social media* Instagram. The Entrepreneur Society salah satu perusahaan yang menaungi *startup* di Indonesia, yang memiliki *digital marketing agency* dengan nama HelloGram, turut memanfaatkan kerangka kerja dalam *digital marketing* seperti RACE (*Reach, Act, Convert, Engage*) dan strategi *social media marketing* seperti *content seeding, video marketing, influencer marketing*, serta *consumer-generated reviews* dalam menjalankan *digital marketing agency*-nya.

Penerapan teori *digital marketing* dalam sebuah *agency* tidak terlepas dari peran seorang *social media manager* dalam membantu menjembatani ide dan gagasan yang didapatkan dari tim operasional dari *agency* serta klien. Proses penyampaian ide dan gagasan ini dilakukan dengan tujuan agar pesan yang ingin disampaikan, baik dari klien maupun tim operasional untuk calon *customers* klien di Instagram dapat divisualisasikan dengan baik melalui konten teks, gambar, ataupun video.

Referensi : 26 (2010-2019)

ABSTRACT

Memes Andiany (00000022768)

THE ROLE OF SOCIAL MEDIA MANAGER IN THE ENTREPRENEUR SOCIETY TO INCREASE INSTAGRAM USER'S AWARENESS

(xiv + 130 pages: 70 pictures; 18 attachments)

Keywords : Digital Marketing, Social Media Marketing, The Entrepreneur Society, Instagram, HelloGram

The rapid development of the digital economy industry in this era has led to a shift in marketing. Marketing that used to be done through traditional media has now switched to digital media, especially on new media such as social media, Instagram. The Entrepreneur Society as one of company that oversees startup in Indonesia, which owned a digital marketing agency called HelloGram, also apply some digital marketing frame work such as RACE (Reach, Act, Convert, Engage) and social media marketing strategy such as content seeding, video marketing, influencer marketing, and consumer-generated reviews for their digital marketing agency.

The utilization of digital marketing theories for the agency is inseparable from the role of a social media manager, which helps them to connect the ideas between the operations team and the clients. This process aims to make sure both ideas from the clients and the operations team can be visualized well through text, image, or video content for the client's perspective customers on Instagram.

Reference : 26 (2010-2019)