

ABSTRAK

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Peranan Key Opinion Leader @NPUREOFFICIAL Dalam Membangun Brand Engagement pada Media Tiktok

(viii + 85 halaman: 7 gambar; 8 lampiran)

Kata kunci: pemimpin opini utama, keterlibatan merek, penonton, tiktok, NPURE

Peranan pemimpin opini utama telah menjadi strategi penting bagi banyak perusahaan, termasuk NPURE, dalam mempromosikan produk dan membangun keterlibatan merek dengan konsumen, khususnya melalui TikTok. Semakin banyak perusahaan berlomba-lomba meningkatkan kelarisan produk mereka dengan memanfaatkan pemimpin opini utama. Penelitian ini dilatarbelakangi oleh kebutuhan untuk memahami karakteristik dan efektivitas pemimpin opini utama dalam strategi komunikasi pemasaran.

Menggunakan pendekatan kualitatif fenomenologi, penelitian ini mengaplikasikan metode In Depth Interview semi terstruktur pada informan kunci dengan triangulasi sumber, mengkaji jurnal, website, tinjauan pustaka, dan buku. Hasil penelitian menunjukkan bahwa peranan pemimpin opini utama NPURE di TikTok sangat spesifik dan efektif dalam membangun keterlibatan merek. Karakteristik penting yang perlu dibangun oleh pemimpin opini utama meliputi loyalitas, kepercayaan, dan kredibilitas. Penelitian ini bermanfaat bagi individu yang ingin menjadi pemimpin opini utama, memberikan wawasan tentang pentingnya membangun karakteristik tersebut untuk sukses dalam peran ini.

Referensi: 42 (1997-2023)

ABSTRACT

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The Role of Key Opinion Leaders @NPUREOFFICIAL in Building Brand Engagement on Tiktok

(viii + 85 pages: 7 pictures; 8 attachments)

Keywords: key opinion leader, brand engagement, audience, tiktok, NPURE

The role of key opinion leaders has become a crucial strategy for many companies, including NPURE, in promoting products and building brand engagement with consumers, particularly through TikTok. Increasingly, companies are competing to boost their product sales by leveraging key opinion leaders. This research is motivated by the need to understand the characteristics and effectiveness of key opinion leaders in marketing communication strategies.

Using a phenomenological qualitative approach, this research applies semi-structured In-Depth Interviews with key informants, triangulated with sources such as journals, websites, literature reviews, and books. The results show that the role of NPURE's key opinion leaders on TikTok is very specific and effective in building brand engagement. Essential characteristics that need to be developed by key opinion leaders include loyalty, trustworthiness, and credibility. This research is beneficial for individuals who aspire to become key opinion leaders, providing insights into the importance of developing these characteristics to succeed in this role.

Reference: 42 (1997-2023)