

ABSTRACT

Goldia Putri Kusumah (1305020025)

THE INFLUENCE OF SOCIAL MEDIA INSTAGRAM @GARUDA.INDONESIA TOWARDS THE CONSUMER BRAND ENGAGEMENT OF GARUDA ONLINE TRAVEL FAIR 2018 USING AISAS MODEL

(xvii + 137 pages: 52 pictures; 24 tables; 43 attachments)

Keywords: Social Media, Consumer Brand Engagement, AISAS model, Garuda Online Travel Fair 2018

Creative visual contents surrounding top route destination as well as the usage of #GOTF2018 on Instagram @garuda.indonesia are Garuda Indonesia's ways to engage their customers into Garuda Online Travel Fair. With that in mind, the writer find interest in observing more of the effects of that social media especially Instagram of Garuda Indonesia has toward the consumer brand engagement of Garuda Online Travel Fair 2018 using AISAS Model.

This research is conducted through quantitative approach using questionnaire method that is spread throughout 100 respondents who follow and engage through commenting, reposting and tagging the Instagram posts related to Garuda Online Travel Fair 2018 and the account of Garuda Indonesia, as well as using and acknowledging #GOTF2018 in social media. The method to analyze the data is through double linear regression using coefficient determination testing, hypothesis testing of F and T, along with classic assumption testing.

This research result is that the independent variables within social media are online community, interaction, sharing of content, accessibility, and credibility have the ability to describe and contribute to the dependent variable which is consumer brand engagement at 71,2%.

Reference : 65 (2007-2018)

ABSTRAK

Goldia Putri Kusumah (1305020025)

PENGARUH *SOCIAL MEDIA* INSTAGRAM @GARUDA.INDONESIA TERHADAP *CONSUMER BRAND ENGAGEMENT* GARUDA ONLINE TRAVEL FAIR 2018 MENGGUNAKAN AISAS MODEL

(xvii + 137 halaman: 52 gambar; 24 tabel; 43 lampiran)

Kata kunci : *Social media, Consumer Brand Engagement, AISAS model, Garuda Online Travel Fair 2018.*

Visualisasi konten kreatif seputar destinasi *top route* serta penggunaan #GOTF2018 merupakan cara yang dilakukan Garuda Indonesia untuk menciptakan keterlibatan pelanggan atas *Garuda Online Travel Fair* dalam instagram @garuda.indonesia. Sehingga penulis tertarik untuk meneliti mengenai pengaruh *social media* Instagram @garuda.indonesia terhadap *consumer brand engagement Garuda Online Travel Fair 2018* dengan menggunakan *AISAS Model*.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode penelitian survei dalam bentuk kuesioner, disebarkan kepada 100 responden yang merupakan *followers* dari akun instagram @garuda.indonesia yang pernah memberikan *comment/ repost/tagged* terkait konten-konten *Garuda Online Travel Fair 2018*, serta mengetahui dan menggunakan #GOTF2018. Metode analisa data yang digunakan pada penelitian ini adalah metode regresi linier berganda dengan menggunakan uji koefisien determinasi, uji hipotesis F dan uji T, serta uji asumsi klasik.

Hasil penelitian menunjukkan bahwa variabel independen dalam *social media* yang terdiri dari *online community, interaction, sharing of content, accessibility, dan credibility* mampu menjelaskan variasi dan berkontribusi terhadap variabel dependen yaitu *consumer brand engagement* sebesar 71,2 %.

Referensi : 65 (2007-2018)