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Social Media Maintenance 'Twitter' in Building Consumer Community and Brand Co-Creation (Case Study on Seven Eleven Convinient Store Maintenance)

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ABSTRACT

Social Media Maintenance in supporting a product and brand development keeps growing especially in Indonesia. However, the maintenance is still using a one-way approach, so that the responding results of the customers are lacking.

The focus of this thesis is to explain about the role of a social media content maintenance with two way approach. An effort to enliven a social media forum is needed as an operator for the producer in building product and brand co-creation, in order to maintain the consumer's loyalty. The approach through a case study as well as in-depth interview with the social media administrator for Seven Eleven Convinient Store.

This research is based on the theory about consumer's loyalty in virtual world by Patricia B. Seybold and also based on the theory of collaborative marketing to build brand co-creation by Phillipps Kotler.

In conclusion, a social media of seven eleven, which being operated for 24 hours by a perceptive administrator, has the ability to keep the forum alive with interesting contents. From the communication with consumer in the forum, the consumer insight will be gained and further help to creat product co-creation as needed by the consumer, so that in the end their loyalty could be maintained.

Key words: Twitter, Social Media Content, Consumer's Loyalty, Co-Creation.



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Pengelolaan Sosial Media Twitter Dalam Membangun Komunitas Konsumen dan Co-Creation Brand (Studi Kasus pada Pengelola Swalayan Seven Eleven)

Jumlah halaman : xvi + 115 halaman

Daftar Pustaka : 44 buku + 9 thesis + 9 rujukan elektronik

ABSTRAK

Pengelolaan media sosial dalam mendukung pengembangan produk dan brand semakin berkembang khususnya di Indonesia. Tetapi dalam pengelolaannya masih menggunakan pendekatan satu arah, sehingga respon yang diperoleh dari konsumen belum maksimal.

Fokus tesis ini mengungkapkan peran pengelolaan konten media sosial twitter secara dua arah. Upaya menghidupkan forum sosial media diperlukan sebagai penghubung produsen dalam membentuk produk co-creation guna mempertahankan loyalitas konsumen. Pendekatan dilakukan dengan studi kasus serta metode wawancara mendalam pada pengelola media sosial swalayan Seven Eleven.

Teori yang mendasari penelitian ini adalah teori loyalitas konsumen di dunia maya dari Patricia B. Seybold dan teori pembentukan *Collaborative marketing* untuk membentuk *Co-Creation Brand* dari Philipps Kotler.

Disimpulkan, dalam sosial media Seven eleven dikelola 24 jam oleh seorang admin yang mempunyai kemampuan untuk membuat forum selalu hidup dengan konten-konten yang menarik. Dari komunikasi konsumen di forum didapatkan consumer insight yang membantu terciptanya *co-creation* produk sesuai kebutuhan konsumen yang akhirnya dapat mempertahankan loyalitas.

Kata kunci: Twitter, Konten Media Sosial, Loyalitas konsumen, *Co-Creation*.