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PENGARUH ISI PESAN PROMOSI AIRY INDONESIA MELALUI MEDIA SOSIAL TWITTER TERHADAP BRAND AWARENESS KOMUNITAS TRAVELLER KASKUS

Jumlah halaman: 86 halaman, 20 lampiran, 58 table.

Bibliografi: (1978 – 2016)

ABSTRAK

Perkembangan teknologi yang pesat saat ini mendorong pertumbuhan pengguna internet di Indonesia. Kehadiran internet telah membawa revolusi pada cara manusia melakukan komunikasi, lahirnya media sosial seperti saat ini yang menjadi fenomena dan marak di gunakan setiap kalangan dalam berbagai kebutuhan. Peneliti ingin mengetahui sejauhmana pengaruh isi pesan promosi airy Indonesia melalui media sosial twitter terhadap brand *awareness* komunitas *traveller* kaskus.

Potensi besar bagi organisasi bisnis untuk mempromosikan, mensosialisasikan program, *branding*, atau menjaring peserta dalam penyelenggaraan event melalui media digital. Peneliti menggunakan teori mengenai promosi online, strategi promosi online, isi pesan promo kemudian teori tentang sosial media marketing, brand *awareness* hingga teori produk jasa.

Penelitian ini penulis menggunakan cara *purposive sampling*, dimana hanya *followers* akun twitter @travellerkaskus saja yang boleh mengisi kuesioner. Jumlah responden 100 orang anggota komunitas *traveller* kaskus. Teknik Analisa data yang digunakan *editing*, *coding* dan tabulasi.

Hasil pembahasan penelitian terdapat hubungan yang signifikan antara pesan promosi airy melalui media sosial twitter terhadap *brand awareness* komunitas *traveller* kaskus. Berdasarkan perhitungan dengan rumus korelasi diperoleh nilai sebesar 0,417 yang berarti terdapat hubungan yang cukup antara pesan promosi airy *brand awareness* komunitas *traveller* kaskus yang artinya cukup dari skala 1-5.

Kata kunci: Promosi Online, Media Social, Brand Awareness



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EFFECT OF CONTENTS AIRY INDONESIA PROMOTION MESSAGE THROUGH TWITTER SOCIAL MEDIA ON BRAND AWARENESS COMMUNITY OF TRAVELER KASKUS

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ABSTRACT

Technological developments are currently driving the growth of internet users in Indonesia. The presence of the internet has brought a revolution to the way humans communicate, the birth of social media such as today which is a phenomenon and widespread in every use in various needs. The researcher wanted to find out the extent of the influence of the contents of Airy Indonesia's promotional messages through Twitter social media on the brand awareness of the Kaskus traveler community.

Great potential for business organizations to promote, socialize programs, branding, or attract participants in organizing events through digital media. Researchers use theories about online promotion, online promotion strategies, fill in message promos then theories about social media marketing, brand awareness to product service theory. This study the author uses purposive sampling method, where only followers of the @travellerkaskus twitter account can fill in the questionnaire. The number of respondents is 100 members of the Kaskus traveler community. Data analysis techniques used are editing, coding and tabulation.

The results of the research discussion have a significant relationship between airy promotion messages via social media twitter on the brand awareness of the Kaskus traveler community. Based on calculations with the correlation formula obtained a value of 0.417, which means there is a sufficient relationship between the message of promotion of airy brand awareness of the traveler community of Kaskus, which means that it is quite on a scale of 1-5.

Keywords: *Online Promotion, Social Media, Brand Awareness*