

Arus Pesan Komunikasi Tim Internal Perusahaan Sociabuzz Kepada Para Influencer Dalam Mempertahankan Good Relationship

Bibliografi : 76 Halaman + Daftar Pustaka + Lampiran + Daftar Riwayat Hidup

ABSTRAK

Trend *influencer* tidak lagi menjadi sesuatu yang asing di telinga masyarakat Indonesia. Di Indonesia sendiri sudah banyak beberapa *influencer* yang hadir, di antaranya ada Rachel Venny, Adidan Thomas, Muhammad Aga, dan lain-lain. Maraknya *influencer* di Indonesia membuat para pengusaha-pengusaha mengalihkan bisnisnya dengan cara memanfaatkan jasa mereka. Salah satu perusahaannya yaitu *sociabuzz*, dimana *sociabuzz* merupakan *creative talent marketplace*. Sebagai salah satu perusahaan yang bergerak dibidang *marketplace* dengan menghadirkan beberapa *creative talent*, *sociabuzz* tentunya memiliki beberapa *stakeholders* dan tentunya melakukan aktivitas komunikasi. Komunikasi yang dilakukan tim internal *sociabuzz* dengan para *influencer*, merupakan komunikasi organisasi. Ketika berkomunikasi kepada para *influencer* pastinya tim *sociabuzz* memiliki arus komunikasi. Arus komunikasi yang terjadi diharapkan dapat membentuk *good relationship* yang terjadi antara *sociabuzz* dengan *influencer*.

Teori yang digunakan dalam penelitian ini, yaitu komunikasi, komunikasi perusahaan, stakeholder, arus komunikasi organisasi, *public relations*, *marketplace*, *marketing influencer*, dan *relationship marketing*. Penelitian menggunakan metode kualitatif deskriptif. Teknik pengumpulan data menggunakan wawancara semi berstruktur, observasi, dan dokumentasi.

Arus komunikasi yang dilakukan perusahaan *sociabuzz* memiliki tiga dimensi komunikasi. Komunikasi vertikal dibagi menjadi dua bagian yaitu *downward* dan *upward communication*. Komunikasi *downward* dimulai dari divisi *digital marketing strategist* yang memberikan informasi terkait *campaign* yang ingin dilakukan *client* kepada divisi *campaign staff*. Komunikasi *upward* dilakukan ketika *monthly meeting*. Komunikasi horizontal dilakukan *sociabuzz* dapat terjadi di antara divisi *campaign staff*, hal ini dikarenakan karena sesama *campaign staff* saling bertukar informasi terkait *campaign* yang berjalan. Komunikasi eksternal dilakukan kepada *influencer*. *Relationship* yang terjadi antara tim internal *sociabuzz* dengan *influencer* bersifat *partnership*.

Kata Kunci : Komunikasi, Arus Komunikasi, Stakeholders, Good Relationship.



Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi Public Relations
Arini Ulfia Rahmi
44216010069

ABSTRACT

Arus Pesan Komunikasi Tim Internal Perusahaan Sociabuzz Kepada Para Influencer Dalam Mempertahankan Good Relationship

Bibliography : 76 Pages + Bibliography + Attachment + Curriculum Vitae

Trend influencers are no longer something foreign to Indonesian people. In Indonesia, several influencers were present, including Rachel Vennya, Adidan Thomas, Muhammad Aga, and other. The rise of influencers in Indonesia makes entrepreneurs shift their business by utilizing their services. One of the companies is sociabuzz, where sociabuzz is a creative talents marketplaces as one of the companies engaged in the marketplace by presenting several creative talent, Sociabuzz certainly has several stakeholders and of course carries out communication activities. The communication carries out by the internal sociabuzz team with influencers is organizational communication. When communicating with influencers, the sociabuzz team must have a communication flow. The communication flow that occurs is expected to form a good relationship that occurs between sociabuzz and influencers.

The theory used in this study, namely communication, corporate communication, stakeholders, organizational flows, public relations, marketplace, influencer marketing, and relationship marketing. This study used descriptive qualitative method. Data collection techniques using semi-structured interviews, observation, and documentation.

The communication flow carried out by the Sociabuzz company has three dimensions of communication. Vertical communication is divided into two parts, namely downward and upward communication. Downward communication starts from digital marketing strategic divion which provides information related to the client wants to do to the campaign staff divion. Upward communication is done during monthly meetings. Horizontal communication carried out by sociabuzz can occur between campaign staff divisions, this is because fellow campaign staff exchange information related to the ongoing campaign. External communication is done to influencers. The relationship that occurs between the internal sociabuzz team and the influencers is a partnership.

Keyword: Communication, Communication Flow, Stakeholders, Good Relationship