

TABLE OF CONTENT

LEMBAR PENGESAHAN	i
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENT	v
LIST OF TABLES	viii
LIST OF FIGURES	x
CHAPTER I:	1
INTRODUCTION	1
A. Background	1
B. Research Question	7
C. Research Purposes	7
D. Research Significance	8
E. Theoretical Framework	8
Empathy-Based Marketing in Communication Perspective	8
Brand engagement in Social Media	10
Brand Involvement in Creating Brand Conversation in Social Media ..	13
F. Conceptual Framework	14
G. Concept Operationalization	17
H. Operational Definition	19
I. Hypotheses	22
J. Methodology	23
Research Method	23
The Subject of Research	23
Population and Sample	24
Sampling Technique	25
Data Collection	25
Validity & Reliability Testing	26
Data Analysis	27
Research Limitation	28

CHAPTER II:	29
Seeing through the Lens of Marketing Communication: Empathy-Based Marketing and SVoD Industry Landscape in Indonesia	29
A. The Evolution of The Empathy Concept in Marketing Communication Studies	29
B. The Trend of Empathy-Based Marketing in Marketing Communication Practice	33
C. Building Brand Engagement Through Marketing Communication	36
D. The Landscape of SVoD in Indonesia	39
CHAPTER III:	44
Netflix and The Campaign of #HallyuBarengNetflix on Instagram	44
A. Netflix's History and Profile	44
B. Netflix Indonesia's Campaign: #HallyuBarengNetflix	46
C. Netflix Indonesia's K-Drama Audience	50
CHAPTER IV:	52
Empathy-Based Marketing Communication on Netflix Indonesia's Instagram Brand Engagement	52
A. Pilot Test	52
Validity Test	52
Reliability Test	53
B. Classical Assumption Test	54
Normality Test	54
Autocorrelation Test	55
Multicollinearity Test	56
Heteroscedasticity Test	57
C. Respondents' Profile	58
D. Descriptive Mean Analysis	61
E. Correlation Analysis	70
F. Regression Analysis	72
G. Path Analysis	77
H. Cross-Tabulation Analysis	83

I. Research Findings Summary	99
J. Discussion	103
Netflix Indonesia's Empathy-Based Marketing Communication and The Hallyu-Binger Behind It	104
Netflix Indonesia, Empathy-Based Marketing Communication, and Its Brand Engagement	106
CHAPTER V:	111
CLOSING	111
A. Conclusion	111
B. Suggestions	113
BIBLIOGRAPHY	115
APPENDIX	133

LIST OF TABLES

Table 1.1 Concept Operationalization for All Variables	17
Table 4.1 Validity Test Result	52
Table 4.2 Reliability Test Result	54
Table 4.3 Normality Test Result	54
Table 4.4 Durbin-Watson Table for Decision-Making	55
Table 4.5 Autocorrelation Test Result	56
Table 4.6 Multicollinearity Test Result	56
Table 4.7 Mean Analysis Result of Cognitive Empathy	62
Table 4.8 Mean Analysis Result of Affective Empathy	63
Table 4.9 Mean Analysis Result of Cognitive Engagement	65
Table 4.10 Mean Analysis Result of Affective Engagement	66
Table 4.11 Mean Analysis Result of Behavioral Engagement	67
Table 4.12 Mean Analysis Result of Level of Involvement	69
Table 4.13 Significance Value Table	70
Table 4.14 Correlation Coefficient Strength Table	70
Table 4.15 Correlation Analysis Result	71
Table 4.16 ANOVA Regression Result of The Independent Variable (Empathy-Based Marketing Communication) Towards The Dependent Variable (Brand Engagement)	73
Table 4.17 Regression Model Summary of The Independent Variable (Empathy-Based Marketing Communication) Towards The Dependent Variable (Brand Engagement)	73
Table 4.18 ANOVA Regression Result of The Independent Variable (Empathy-Based Marketing Communication) Towards The Intervening Variable (Brand Involvement)	74
Table 4.19 Regression Model Summary of The Independent Variable (Empathy-Based Marketing Communication) Towards The Intervening Variable (Brand Involvement)	75
Table 4.20 ANOVA Regression Result of The Intervening Variable (Brand Involvement) Towards The Dependent Variable (Brand Engagement)	76

Table 4.21 Regression Model Summary of The Intervening Variable (Brand Involvement) Towards The Dependent Variable (Brand Engagement)	76
Table 4.22 ANOVA Regression Result of The Independent Variable (Empathy-Based Marketing Communication) and The Intervening Variable (Brand Involvement) Towards The Dependent Variable (Brand Engagement)	77
Table 4.23 ANOVA Regression Result of The Independent Variable (Empathy-Based Marketing Communication) and The Intervening Variable (Brand Involvement) Towards The Dependent Variable (Brand Engagement)	78
Table 4.24 Coefficients ^a Regression Result of The Independent Variable (Empathy-Based Marketing Communication) and The Intervening Variable (Brand Involvement) Towards The Dependent Variable (Brand Engagement) ..	79
Table 4.25 Summary of The Regression Analysis Result	80
Table 4.26 Chi-Square Test Result between Follow and Subscribe	84
Table 4.27 Chi-Square Test Result between Age and X1.3	86
Table 4.28 Chi-Square Test Result between Residence, X1.1, and X2.1	88
Table 4.29 Chi-Square Test Result between Follow and The Independent Variable	92
Table 4.30 Chi-Square Test Result between Subscribe and The Independent Variable	94
Table 4.31 Chi-Square Test Result between Follow, Subscribe, and The Intervening Variable	97
Table 4.32 Findings on Research's Analysis Result	99

LIST OF FIGURES

Figure 1.1 Netflix Indonesia's Instagram Post on Twenty-Five Twenty-One ..	4
Figure 1.2 Netflix Indonesia's Instagram Post on Forecasting Love & Weather	5
Figure 1.3 The Variables Relationship between Empathy-Based Marketing Communication in Increasing Brand Engagement on Netflix Indonesia's Social Media Account	16
Figure 2.1 Netflix Indonesia's Instagram Post on Little Women	42
Figure 2.2 Disney+ Hotstar Indonesia's Instagram Post	43
Figure 2.3 Viu Indonesia's Instagram Post	43
Figure 3.1 Netflix Indonesia's DOOH Campaign #HallyuBarengNetflix	47
Figure 3.2 Netflix Indonesia's Tweet	48
Figure 3.3 Response to Netflix Indonesia's Tweet	48
Figure 3.4 Netflix Indonesia's Instagram Post on Business Proposal	48
Figure 4.1 Scatterplot Test Result	57
Figure 4.2 Respondents' Age and Gender Result	58
Figure 4.3 Respondents' Residence Result	59
Figure 4.4 Respondents' Occupation Result	60
Figure 4.5 Respondents' Netflix Followers Result	60
Figure 4.6 Respondents' Netflix Subscribers Result	61
Figure 4.7 The Sobel Test Result	80
Figure 4.8 The Direct and Indirect Effect of Empathy-Based Marketing Communication on Brand Engagement which is mediated by Brand Involvement	81
Figure 4.9 Frequency Distribution Result between Follow and Subscribe	84
Figure 4.10 Frequency Distribution Result between Age, Follow, and Subscribe	85
Figure 4.11 Frequency Distribution Result between Age Range of 18 - 27 years old with X1.3	86
Figure 4.12 Frequency Distribution Result between Residence, Follow, and Subscribe	88
Figure 4.13 Frequency Distribution Result between Java Island and X1.1	89

Figure 4.14 Netflix Indonesia's Instagram Post on Our Blues	90
Figure 4.15 Frequency Distribution Result between Java Island and X2.1	91
Figure 4.16 Frequency Distribution of Agreement between Follow and Cognitive Empathy	93
Figure 4.17 Frequency Distribution of Agreement between Follow and Subscribe with Cognitive Engagement	95
Figure 4.18 Frequency Distribution of Agreement between Follow and Subscribe with Affective Engagement	96
Figure 4.19 Frequency Distribution of Agreement between Follow and Subscribe with Behavioral Engagement	96
Figure 4.20 Frequency Distribution of Agreement between Follow and Subscribe with Brand Involvement	98