

ABSTRAK

Penelitian ini bertujuan untuk memahami dan menganalisis perilaku *engagement*, serta preferensi konten dari akun Instagram @magangdimojok, yang merupakan proyek magang yang diadakan oleh Mojok.co pada bulan September - November 2021. Penelitian ini menggunakan metode kuantitatif. Dalam pengumpulan data, peneliti menggabungkan hasil observasi langsung, studi pustaka, serta hasil survey yang disebarakan kepada audiens dari akun Instagram @magangdimojok. Setelah mendapatkan hasil survey, penulis kemudian melakukan analisis dengan menggunakan teori *Consumer Online Brand-Related Activities* oleh Muntinga dan teori *Social Media Content Classification* oleh Dash. Sementara itu, untuk memahami preferensi konten dari audiens, peneliti menganalisis jawaban dari responden tentang kecenderungan mereka menikmati konten di akun Instagram @magangdimojok yang telah diklasifikasikan berdasarkan tipe konten dari teori Dash. Berdasarkan teori *Consumer Online Brand-Related Activities*, perilaku *engagement* audiens di media sosial dibagi menjadi tiga kategori, yaitu *consuming*, *contributing*, dan *creating*. Sementara itu, menurut teori *Social Media Content Classification*, tipe konten di media sosial dapat dibagi menjadi tiga, yaitu konten *informational*, *entertaining*, serta *transactional*. Hasil penelitian menunjukkan bahwa audiens cenderung melakukan perilaku *engagement* pada level *consuming* dengan secukupnya, serta sangat jarang melakukan *engagement* pada level *contributing* dan *creating*. Sementara itu, pada preferensi konten, audiens memilih tipe konten *informational* dan *entertaining*, dilihat dari hasil survey yang menunjukkan mereka menyukai tipe konten tersebut. Sedangkan untuk tipe konten *transactional* terbukti tidak valid pada penelitian ini karena belum ada konten di akun Instagram @magangdimojok yang termasuk konten *transactional*.

Kata Kunci: Engagement Behavior, Tipe Konten, Media Sosial, Media Online, Mojok.co

ABSTRACT

This study aimed to understand and analyze the engagement behavior as well as the content type preferences of @magangdimojok's Instagram account, the internship project that was conducted by Mojok.co in September - November 2021. This study used quantitative method. In obtaining the data, the writer combined direct observations, literature review, and survey results distributed to the audiences of @magangdimojok's Instagram account. After obtaining the survey results, the writer then analyzed the results by using Consumer Online Brand-Related Activities theory by Muntinga. and Social Media Content Classification by Dash. Meanwhile, to understand the content type preferences of the audiences, the writer analyzed the respondents' answers regarding their preferences in enjoying each content type in @magangdimojok's Instagram account that have been classified based on Dash's theory. Based on the Consumer Online Brand-Related Activities, audiences' engagement behavior in social media is classified into three categories, which are consuming, contributing, and creating. Meanwhile, for the social media content classification, the content type in social media can be categorized into three, which are informational, entertaining, and transactional content. Research results showed that the audiences tend to do engagement behavior on the consuming level moderately, and very rarely do engagement on contributing and creating level. For the content type preferences, the audiences prefer both informational and entertaining content because seen from the survey results, they enjoyed those two types of content. Meanwhile, for the transactional content type was proven to be invalid because there were no transactional content on @magangdimojok's Instagram account.

Keywords: Engagement Behavior, Content Types, Social Media, Online Media, Mojok.co