

ABSTRAK

Pandemi Covid-19 memberikan dampak besar pada sistem pemasaran perusahaan *e-commerce* di Indonesia. Traveloka merespon kondisi tersebut dengan meluncurkan salah satu inovasi bernama Traveloka Online Xperience berupa layanan yang bisa diakses secara daring selama pandemi Covid-19 belum berakhir. Secara konsisten Traveloka menciptakan konten melalui media sosial dalam akun Instagram @travelokaxperience. Metode penelitian yang digunakan adalah analisis isi kualitatif pada total 25 konten dari Instagram @travelokaxperience dalam kurun waktu bulan Juni 2020 sampai dengan September 2020. Data yang sudah didapatkan, dikelompokkan berdasarkan tiga kategori penelitian. Analisis penelitian dilakukan menggunakan unit analisis berupa bentuk konten, karakteristik konten, dan kualitas informasi. Selanjutnya hasil analisis dihubungkan dengan konsep penelitian teori *The Circular Model of Some*. Berdasarkan analisis yang dilakukan, ditemukan bahwa masing-masing konten terdiri dari bentuk teks, gambar, foto, dan audio-visual. Konsep karakteristik konten oleh Diamond (2015) terkandung di dalam konten berupa *educative*, *entertain*, *persuasive*, *storytelling*, *share*, dan *easy to find*. Konten memenuhi kualitas informasi berdasarkan pandangan Moritz (2015) yaitu *original*, *up to date*, *relevant*, *simple*, dan *call to action*. Ketiga komponen tersebut dihubungkan dengan teori *The Circular Model of Some*. Pada penelitian ini menunjukkan bahwa strategi komunikasi pemasaran Traveloka dimaksimalkan melalui unggahan konten guna mendukung konsep *customer engagement* selama pandemi Covid-19.

Kata kunci: Strategi Komunikasi Pemasaran, *Customer Engagement*, *The Circular Model of Some*, Media Sosial, Konten, Analisis Isi.

ABSTRACT

The Covid-19 pandemic has had a major impact on the marketing system of e-commerce companies in Indonesia. Traveloka responded to this condition by launching an innovation called Traveloka Online Xperience, a service that can be accessed online during the Covid-19 pandemic. Traveloka consistently creates content through social media on the Instagram account @travelokaxperience. The research method used was qualitative content analysis on a total of 25 content from Instagram @travelokaxperience from June 2020 to September 2020. The data obtained were then grouped based on three research categories. Research analysis was carried out using units of analysis in the form of content forms, content characteristics, and information quality. Furthermore, the results of the analysis are linked to the theoretical research concept of The Circular Model of Some. Based on the analysis conducted, it was found that each content consists of text, images, photos, and audio-visual forms. The concept of content characteristics by Diamond (2015) is contained in content in the form of educative, entertaining, persuasive, storytelling, share, and easy to find. Content meets the quality of information based on Moritz's view (2015), namely original, up to date, relevant, simple, and a call to action. These three components are connected with The Circular Model of Some theory which shows how the marketing communication strategy is used by Traveloka as a guide in publishing content. This research shows that Traveloka's marketing communication strategy is maximized through content uploads to support the concept of customer engagement during the Covid-19 pandemic.

Keywords: Marketing Communication Strategy, Customer Engagement, The Circular Model of Some, Social Media, Content, Content Analysis.