

## ***Social Media Marketing Strategy to Increase Audience Engagement in Social Media Accounts of Astra Motor Jogjakarta***

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### ***ABSTRACT***

*Astra Motor Jogjakarta is known as the main dealer of Honda motorcycle company operating in D.I Yogyakarta, Kedu, and Banyumas. In a way to communicate with the audience, Astra Motor Jogjakarta currently has social media assets on certain channels, consisting of Facebook, Twitter, and Instagram. Several problems in Astra Motor Jogjakarta social media assets still need to be solved. One of them is lack of conversations between brand and audience triggering the existence of audience engagement. Meanwhile, audience engagement has an important role in the effectiveness of message delivery between brand and audience. Therefore, there is strategy recommendation based on social media marketing concept to be applied in social media assets of Astra Motor Jogjakarta. SMM concept focusing on social media is a fundamental element in developing strategy, in a term of exploring specific characteristic on each social media channel. In further, the type of content has explained on SMM as a supporter in connecting the brand to the audience. Strategic recommendations include content strategy, content pillar, content diversification based on channel, and digital activation. Content-based strategic recommendations of Astra Motor Jogjakarta social media assets developed based on relevant audience research. This kind of effort is coming from brand to the audience as the urgency of creating interactive and effective communication.*

*Keywords: social media marketing, audience engagement, Astra Motor Jogjakarta, marketing communication, social media.*

## Strategi *Social Media Marketing* untuk Meningkatkan *Audience Engagement* pada Akun Media Sosial Astra Motor Jogjakarta

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### ABSTRAK

Astra Motor Jogjakarta merupakan *main dealer* sepeda motor pabrikan Honda yang mencakup daerah operasional D.I Yogyakarta, Kedu, dan Banyumas. Dalam upaya komunikasi dengan audiens, Astra Motor Jogjakarta memiliki aset media sosial meliputi Facebook, Twitter, dan Instagram. Selama ini berbagai tantangan masih ditemui pada media sosial Astra Motor Jogjakarta. Hal tersebut antara lain belum adanya percakapan yang terjalin secara intens antara *brand* dan audiens yang mendorong eksisnya *audience engagement*. Sementara, *audience engagement* sejatinya memegang peran penting dalam efektivitas penyampaian pesan yang terjalin di antara *brand* dan audiens. Dengan demikian, pada aset media sosial Astra Motor Jogjakarta diterapkanlah strategi yang berbasis *Social Media Marketing* (SMM). Konsep SMM berfokus pada media sosial mendasari strategi pada karakteristik unik yang dimiliki tiap media sosial. Hal ini didukung dengan jenis konten yang mampu menghubungkan *brand* dengan audiens. Strategi yang diusulkan antara lain strategi konten yang meliputi penancangan pilar konten, peningkatan performa, rubrikasi tiap platform media sosial dan aktivasi digital. Strategi berbasis konten yang akan dicanangkan pada aset media sosial Astra Motor Jogjakarta didasari oleh riset yang relevan terkait audiens sebagai upaya komunikasi yang interaktif dan efektif antara *brand* dengan audiens.

Kata kunci: *social media marketing*, *audience engagement*, Astra Motor Jogjakarta, media sosial, komunikasi pemasaran.