ABSTRAK

Tugas akhir ini bertujuan untuk membahas pemanfaatan Instagram dalam membangun keterlibatan konsumen pada acara Gunung Sewu Runtastic 2020. Penelitian ini menggunakan metode studi kasus. Metode pengumpulan data dilakukan dengan menjadi partisipan langsung melalui program magang dari 3 Februari sampai 10 April 2020 di JogjaPro Event Organizer, Harian Jogja. Metode selanjutnya penulis melakukan wawancara dengan tiga staff Harian Jogja, yaitu dua staff JogjaPro dan satu staff SDM. Penulis juga mengambil data melalui berbagai sumber yang terdiri dari buku, buku elektronik, jurnal, website, dan catatan harian penulis. Data yang didapatkan dikelompokkan sesuai objektif dan disajikan secara detail dalam deskripsi menggunakan Bahasa Inggris dengan dukungan gambar, grafik, dan tabel. Penelitian menggunakan tiga pilar keterlibatan konsumen oleh Judy Strauss dan Raymond D. Frost yaitu *content engagement, media engagement*, dan *engagement marketing activities* untuk mengevaluasi performa JogjaPro dalam memanfaatkan Instagram untuk membangun keterlibatan konsumen. Hasil penelitian menujukkan bahwa JogjaPro berhasil membangun keterlibatan konsumen. Pada aspek *content engagement,* JogjaPro membangun keterlibatan konsumen melalui *like* dan *comment* dengan mengunggah konten – konten yang relevan, menghibur, dan sarat emosi. Pada aspek *media engagement*, JogjaPro menggukanan media sosial Instagram sebagai media promosi utama. Pada aspek *engagement marketing activities,* JogjaPro menggunakan fitur Story, Hashtag (#) dan Tag (@), dan melakukan kerjasama dengan komunitas pelari dan buzzer Instagram.

Kata Kunci: Customer Engagement, Media Sosial, Instagram

ABSTRACT

This final paper aims to discuss social media Instagram's use to build customer engagement on Gunung Sewu Runtastic event 2020. This Graduating Paper uses the case study method. The data collection method in this study was observation through the internship program from February 03 until April 10, 2020, in JogjaPro Event Organizer, Harian Jogja. The other method the writer is interviewing with three staff of Harian Jogja, the two staff is from JogjaPro, and the one staff is from HRD. The writer also takes data from the book, e-book, journal, website, and the writer's diary. The data obtained were grouped based on the objective and presented descriptively in English, accompanied by images, graphs, and tables. The writer uses three pillars of customer engagement by Judy Strauss dan Raymond D. Frost, which consists of content engagement, media engagement, dan engagement marketing activities, to evaluate the performance of JogjaPro in using social media Instagram to build customer engagement. The result showed that JogjaPro is successful in using Instagram to build customer engagement. First, in the aspect of content engagement, JogjaPro builds customer engagement through likes and comment by uploading contents which is relevant, entertaining, and emotion-laden. Second, in the aspect of media engagement, JogjaPro uses social media Instagram as their primary media promotion. Furthermore, the third, in the aspect of engagement marketing activities, JogjaPro uses Instagram features which consist of Story, Hashtag (#), and Tag (@), and cooperate with the runner community and Instagram buzzer.

Keyword: Customer Engagement, Social Media, Instagram