

EFEK BRAND POST PRODUK SUSU OLAHAN DALAM PLATFORM FAN PAGE FACEBOOK PADA RESPON KONSUMEN

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INTISARI

Semakin populer penggunaan internet menjadikan *platform* media sosial banyak digunakan oleh pemasar untuk menginformasikan produk agar dapat menjangkau konsumen potensial. Tujuan penelitian ini adalah untuk mengidentifikasi faktor-faktor yang mendorong respon konsumen pada *Brand Post* dalam platform *Fan Page Facebook* produk susu olahan dan mengetahui efek dari pemasaran melalui media sosial pada *Brand Post* produk susu olahan dalam *platform Fan Page Facebook* pada respon konsumen. Penelitian ini dilakukan dengan metode observasi atau pengamatan langsung terhadap *Brand Post* 10 merek susu olahan yang diambil dengan cara *purposive sampling* di *Facebook* dengan Kriteria sampel berupa merek produk susu olahan di Indonesia yang aktif di *platform* media sosial *Facebook* dan memiliki *Fan Page*. Penelitian dilaksanakan pada bulan Juli hingga September 2015. Metode Analisis data yang digunakan dalam penelitian ini adalah metode analisis regresi liner berganda dengan variabel terikat antara lain; *Like* dan Komentar dan variabel bebas antara lain; Kejelasan *Brand Post*, Interaktivitas *Brand Post*, Informatif *Brand Post*, *Entertaining Brand Post*, Posisi *Brand Post* dan Valensi Komentar *Brand Post*. Hasil analisis menunjukkan bahwa Kejelasan *Brand Post*, Interaktivitas *Brand Post* dan Komentar Positif *Brand Post* berpengaruh positif terhadap jumlah *Like*, sedangkan Informatif *Brand Post*, *Entertaining Brand Post*, Posisi *Brand Post* tidak berpengaruh positif terhadap jumlah *Like*. Interaktivitas *Brand Post*, Komentar Positif *Brand Post* dan Komentar Negatif *Brand Post* berpengaruh positif terhadap Jumlah Komentar, sedangkan Kejelasan *Brand Post*, Informatif *Brand Post*, *Entertaining Brand Post* dan Posisi *Brand Post* tidak berpengaruh positif terhadap Jumlah Komentar.

(Kata Kunci : *Brand Post*, Merek, Media Sosial, Susu olahan)

EFFECT BRAND POST OF MILK PRODUCTS PROCESSED IN FACEBOOK FAN PAGE PALTFORM ON CONSUMER RESPONSE

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ABSTRACT

Increasingly of internet popularity made social media was used by marketers to inform the product in order to reach potential customers. The purpose of this study were to identify the factors that drive consumer response on Brand Post in Facebook Fan Page platform of dairy products and Knowing the effects of marketing through social media on Brand Post dairy products in the platform Facebook Fan Page on consumer response. This study was conducted by direct observation to the Brand Post by 10 brands of processed milk taken by purposive sampling on Facebook with samples criteria of dairy products brand in Indonesia which was active on social media Facebook and have Fan Page. This research conducted on July until September 2015. Data analysis method used in this research was the method of multiple linear regression analysis with the dependent variable, among others; Like and Comment and independent variables, among others; Vividness Brand Post, Interactivity Brand Post, Informative Brand Post, Entertaining Brand Post, Positioning Brand Post and Valence of Comment Brand Post. Results of the analysis showed that the Vividness Brand Post, Interactivity Brand Post and Valence of Positive Comment Brand Post were give positive effect on the variable Like, while the Informative Brand Post, Entertaining Brand Post, Position of Brand Post have no positive effect on the amount of Like. Interactivity Brand Post, Positive Comment Brand Post and Negative Comment Brand Post were affect to the amount of comments, whereas Vividness Brand Post, Informative Brand Post, Entertaining Brand Post, and Position of Brand Post have no positive effect on amount of Comments.

(Key words : Brand Post, Brand, Social Media, Milk Processed)