

TABLE OF CONTENTS

ACKNOWLEDGEMENT	iii
ABSTRAK.....	iv
ABSTRACT.....	v
LIST OF TABLE	3
LIST OF CHART	4
LIST OF FIGURE.....	5
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of Study.....	3
1.3 Scope of Study	3
1.4 Method of Study	4
1.4.1 Method of collecting data	4
1.4.2 Method of analyzing data	5
1.4.3 Method of presenting data	5
1.5 Presentation.....	6
CHAPTER 2 PROFILE OF <i>MASUK KAMPUS</i>	7
2.1 Description of <i>Masuk Kampus</i>	7
2.2 History of <i>Masuk Kampus</i>	8
2.3 Office Information of <i>Masuk Kampus</i>	9
2.4 Organizational Structure of <i>Masuk Kampus</i>	10
2.5 Job Description of <i>Masuk Kampus</i>	11
2.5.1 Dewan Komisaris / President Commissioner	11
2.5.2 Chief Executive Officer	11
2.5.3 General Affair	11
2.5.4 Web Developer	11
2.5.5 Program Director	12
2.5.6 Head of Division	12
2.6 Description of Marketing Communication Division <i>Masuk Kampus</i>	12
2.7 Facilities.....	14
CHAPTER 3 ANALYSIS OF TIKTOK VIDEOS AS INSTAGRAM CONTENTS AND THE EFFECTS ON ENGAGEMENT RATE	15
3.1 Description of Social Media Platform Tiktok and Instagram.....	15
3.2 Instagram Account of @simakui.masukkampus	19
3.3 Content Types of @simakui.masukkampus	24
3.3.1 Marketing Content	26



UNIVERSITAS
GADJAH MADA

ANALYSIS OF TIKTOK VIDEOS AS INSTAGRAM CONTENTS AND THE EFFECTS ON ENGAGEMENT RATES

IKA PITALOKA SARI, Agnes Siwi Purwaning T., S.Pd., M.Hum.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

3.3.2. Content Informative.....	30
3.4 Analysis of Tiktok Video as Content on Instagram @simakui.masukkampus	37
3.5 Engagement Rate of @simakui.masukkampus	45
CHAPTER 4 CONCLUSION.....	53
WORKS CITED	55
APPENDIX 2: LIST OF INFORMANTS	64
APPENDIX 3: LIST OF INTERVIEW QUESTION	65
APPENDIX 4: CURRICULUM VITAE	68
APPENDIX 5: LOGBOOK	70

LIST OF TABLE

Table 1. The Most Like of Tiktok Video on Instagram SIMAK UI Masuk Kampus	40
Table 2. The Most Comment of TikTok Video on Instagram SIMAK UI Masuk Kampus	41
Table 3. The Most Share Video Tiktok on SIMAK UI Masuk Kampus Instagram	42
Table 4. The Most Reach of TikTok Video on Instagram SIMAK UI Masuk Kampus	44
Table 5. Elements of Social Media Engagement	46
Table 6. Total Content Post for Each Month on SIMAK UI Masuk Kampus	48
Table 7. Engagement Rate SIMAK UI Masuk Kampus on Each Month	50

LIST OF CHART

Chart 1. Average Engagement Rate on Instagram	47
Chart 2. Content Post Distribution on SIMAK UI Masuk Kampus.....	49

LIST OF FIGURE

Figure 1. Masuk Kampus Logo.....	7
Figure 2. Detail Event Masuk Kampus 2019-2020.....	9
Figure 3. Documentation of Masuk Kampus Offline Event	9
Figure 4. Official Website Masuk Kampus.....	10
Figure 5. Organizational Structure of Masuk Kampus	10
Figure 6. Marketing Communication Division in Masuk Kampus	13
Figure 7. Instagram Logo	16
Figure 8. TikTok Logo.....	17
Figure 9. Raih PTN Logo.....	19
Figure 10. SIMAK UI Masuk Kampus Logo.....	20
Figure 11. SIMAK UI Masuk Kampus Profile	21
Figure 12. Top Location and Age Range Audience.....	22
Figure 13. Gender and Most Active Times Audience.....	23
Figure 14. The Color Use of Marketing Content	26
Figure 15. The Content Display of Marketing Content	27
Figure 16. The Use of Capital Letters.....	28
Figure 17. The Use "Call to Action"	29
Figure 18. The Logo and Username.....	30
Figure 19. The Title Text of Informative Content	31
Figure 20. The Content Display of Informative Content	32
Figure 21. The Use of Text Points	33
Figure 22. The Logo and Username of Informative Content.....	34
Figure 23. Sample of Photo Content	35
Figure 24. Sample of Carousel Content	36
Figure 25. Sample of Video Content.....	37
Figure 26. Instagram Insight Analysis	38
Figure 27. Icons of Instagram Like, Comment, and Share	39
Figure 28. Reach on Instagram Insight Content Analysis.....	40
Figure 29. The Most Like of TikTok Video on Instagram SIMAK UI Masuk Kampus	41
Figure 30. The Most Comment of TikTok Video on Instagram SIMAK UI Masuk Kampus.....	42
Figure 31. The Most Share of TikTok Video on Instagram SIMAK UI Masuk Kampus	43
Figure 32. The Most Reach of TikTok Video on Instagram SIMAK UI Masuk Kampus	45