

ANALISIS DIMENSI SOCIAL MEDIA MARKETING MELALUI INSTAGRAM PADA JOGLOSEMAR EXECUTIVE SHUTTLE BUS YOGYAKARTA

Vivi Oviani

Abstrak

Social media marketing merupakan strategi pemasaran yang digunakan dalam bisnis pintar untuk menjadi bagian dari masyarakat *online*. Penelitian ini bertujuan untuk menganalisis *social media marketing* pada akun media sosial *Instagram* Joglosemar *Executive Shuttle Bus* Yogyakarta. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif karena berupa angka-angka dan analisis. Pengumpulan data primer dilakukan melalui kuesioner yang telah diuji validitas dan reliabilitasnya terhadap persepsi pengikut media sosial *Instagram* Joglosemar *Executive Shuttle Bus* Yogyakarta. Teknik pengambilan sampel menggunakan teknik *purposive sampling* dengan jumlah sampel sebanyak 100 responden dan analisis data dilakukan dengan menggunakan *arithmetic mean*. Terdapat lima variabel yang digunakan pada penelitian ini yang meliputi variabel *social media marketing* menggunakan elemen-elemen *online communities, interaction, sharing of content, accesibility, credibility*. Berdasarkan hasil pengolahan menggunakan *arithmetic mean* didapatkan nilai rata-rata keseluruhan sebesar 3,33. Untuk rata-rata tertinggi diperoleh nilai rata-rata sebesar 3,41 pada indikator *credibility*, sedangkan untuk nilai rata-rata terendah diperoleh nilai rata-rata sebesar 3,27 pada indikator *interaction*. Nilai rata-rata tersebut diperoleh berdasarkan kriteria penilaian *social media marketing* dengan menggunakan elemen-elemen *social media marketing* pada Joglosemar *Executive Shuttle Bus* Yogyakarta yang sudah dikatakan sangat setuju dengan pernyataan menurut persepsi pengikut serta berdasarkan kuesioner yang dibagikan termasuk indikator *online communities, interaction, sharing of content, accesibility, credibility*.

Kata Kunci: *Dimensi, Social Media Marketing*

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Abstract

Social media marketing is a marketing strategy used by smart businesses to become part of an online society. This research aims to analyze social media marketing on the Joglosemar Executive Shuttle Bus Yogyakarta social media account. The method used in this research is quantitative method because it is in the form of numbers and analysis. Primary data collection was carried out through a questionnaire that had been tested for validity and reliability on the perceptions of social media followers on Instagram Joglosemar Executive Shuttle Bus Yogyakarta. The sampling technique used purposive sampling technique with a sample size of 100 respondents and data analysis was performed using the arithmetic mean. There are five variables used in this study which include social media marketing variables using elements of the online communities, interaction, sharing of content, accessibility, credibility. Based on the results of processing using the arithmetic mean, the overall average value is 3.33. For the highest average value, an average value of 3.41 is obtained for the credibility indicator, while for the lowest average value is obtained an average value of 3.27 for the interaction indicator. The average value is obtained based on the criteria for assessing social media marketing using elements of social media marketing at the Joglosemar Executive Shuttle Bus Yogyakarta which has been said to strongly agree with statements according to followers' perceptions and based on questionnaires distributed including indicators of online communities, interaction, sharing of content, accessibility, credibility.

Keywords: Dimensions, Social Media Marketing