

**UNIVERSITAS MUHAMMADIYAH JAKARTA  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
PROGEM STUDI ILMU KOMUNIKASI  
SKRIPSI, JANUARI 2023  
MOHAMAD BAGAS AL'GHAFIQI  
220110460001**

**“Strategi *Social Media Marketing* Dalam Membentuk *Brand Awareness*  
Bimbingan Belajar *Enormous Kedinasan*”**

### **ABSTRAK**

Jejaring sosial seakan memperkuat kedudukan internet sebagai *new media communication*, dimana jarak seakan tidak lagi terlihat, informasi dan pesan bisa tersampaikan secara global dalam waktu singkat. Berbagai perusahaan mencoba menggunakan *social media marketing* untuk mengembangkan bisnisnya, salah satunya adalah Bimbel *Enormous Kedinasan*. Tujuan penelitian ini adalah untuk menganalisis Strategi *Social Media Marketing* Dalam Membentuk *Brand Awareness* Bimbingan Belajar *Enormous Kedinasan*. Teori yang di gunakan adalah strategi media social Quesenberry, yaitu menganalisis hal tujuan bisnis, target audiens, analisis social; ide besar dan bercerita di media sosial dan kisah inspiratif; Integrasi media social dengan marketing, advertising, dan public relations. Pendekatan yang di gunakan kualitatif dengan metode deskriptif. Teknik pemilihan informan dengan purposive dan teknik pengumpulan data dengan wawancara dan studi pustaka. Teknik analisis data dengan Miles and Huberman yaitu reduksi data, penyajian data, verifikasi dan deskripsi data. Temuan atau hasil dari penelitian ini adalah Strategi sosial media marketing ENS menggunakan 3 elemen yakni, pertama meletakkan kerangka dasar percakapan, kedua membuat perbaikan dan memulai percakapan, ketiga mengintegrasikan pemasaran, periklanan dan hubungan masyarakat dengan media sosial. Namun di elemen ketiga tidak diintegrasikan dengan hubungan masyarakat (*public relations*).

**Kata Kunci** : **Bimbingan Belajar, *Social Media Marketing*,  
Strategi, *Brand Awareness***

**Referensi** : **9 Buku, 5 Jurnal, 7 Website**

**Dosen Pembimbing** : **Dr.Oktaviana Purnamasari, S.Sos., M.Si.**

**MUHAMMADIYAH UNIVERSITY JAKARTA**  
**FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE**  
**COMMUNICATION STUDY PROGRAM**  
**THESIS, JANUARY 2023**  
**MOHAMAD BAGAS AL'GHAFIQI**  
**220110460001**  
**"Social Media Marketing Strategy in Forming Brand Awareness of Official Enormous Tutoring"**

#### **ABSTRACT**

Social networks seem to strengthen the position of the internet as a new media communication, where distances seem to be no longer visible, information and messages can be conveyed globally in a short time. Various companies are trying to use social media marketing to develop their business, one of which is the Official Enormous Bimbel. The purpose of this study was to analyze the Social Media Marketing Strategy in Forming Brand Awareness of Service Enormous Tutoring. The theory used is Quesenberry's social media strategy, namely analyzing business goals, target audience, social analysis; big ideas and storytelling on social media and inspirational stories; Social media integration with marketing, advertising, and public relations. The approach used is qualitative with descriptive methods. Informant selection techniques with purposive and data collection techniques with interviews and literature. Data analysis techniques with Miles and Huberman namely data reduction, data presentation, data verification and description. The findings or results of this study are that the ENS social media marketing strategy uses 3 elements namely, firstly laying down the basic framework of the conversation, secondly making improvements and starting the conversation, thirdly integrating marketing, advertising and public relations with social media. However, the third element is not integrated with public relations. The findings or results of this study are that the ENS social media marketing strategy uses 3 elements namely, firstly laying down the basic framework of the conversation, secondly making improvements and starting the conversation, thirdly integrating marketing, advertising and public relations with social media. However, the third element is not integrated with public relations. The findings or results of this study are that the ENS social media marketing strategy uses 3 elements namely, firstly laying down the basic framework of the conversation, secondly making improvements and starting the conversation, thirdly integrating marketing, advertising and public relations with social media. However, the third element is not integrated with public relations.

**Keywords** : **Tutoring, Social Media Marketing, Strategy, Brand Awareness**

**Reference** : **9 Books, 5 Journals, 7 Websites**

**Supervisor** : **Dr. Oktaviana Purnamasari, S.Sos., M.Sc.**