

ANALISIS PEMBENTUKAN *BRAND IMAGE ONLINE SHOP* *WHITEPAPER CONCEPT* MELALUI SOSIAL MEDIA TWITER

Santun Maugi Buraera

Abstrak

Latar belakang Whitepaper concept adalah online shop yang menyediakan produk dengan kualitas baik dan harga murah, dengan memanfaatkan sosial media twiter online shop white paper concept melakukan kegiatan periklanan yang bertujuan untuk membentuk brand image, Tujuan Penelitian untuk mengetahui pembentukan brand image online shop whitepaper concept melalui sosial media. Kajian Teoritis tentang komunikasi, komunikasi massa, periklanan, media sosial, *twiter*, *brand image*, dimana teori tersebut dikaitkan dengan hasil penelitian. Metode Penelitian penulis menggunakan metode pendekatan kualitatif dengan teknik pemilihan *key-informan* dan *informan*, metode pengumpulan data, metode analisis data, teknik keabsahan data, waktu dan tempat penelitian. Hasil Penelitian analisis pembentukan brand image onlineshop whitepaper concept melalui sosial media twiter sangatlah baik, seluruh perencanaannya sangat digunakan untuk melakukan kegiatan pembentukan brand image melalui twiter, pengelolaan account twiter juga sangat baik, sehingga khalayak dapat menerima citra yang ingin ditampilkan. Kesimpulan whitepaper concept melakukan kegiatan pembentukan brand image melalui sosial media twiter sangatlah baik, seluruh hal yang berkaitan dengan terbentuknya brand image online shop tersebut sangat diperhatikan. Saran kegiatan pembentukan brand image online shop whitepaper concept melalui twiter sangat baik, akan lebih baik bila memanfaatkan segala sosial media yang diakses oleh target market dari white paper concept

Kata Kunci : iklan, social media, online shop, brand image

The formation of the brand image analysis of online shop whitepaper concept through twitter social media
Dwi Yuyun Kurniawati.

Abstract

Background Whitepaper concept is the online shop providing products with good quality and cheap price, by utilizing social media twitter white paper concept online shop do kegitana advertising aimed at shaping the brand image, The purpose of research to know the formation of the brand iamge online shop whitepaper concept through social media . A theoretical study about communication , mass communication , advertising , social media , twitter , the brand image , where the theory is associated with the results of research . Research methodology the use writers a method of a qualitative approach election by applying a technique key-informan and informants , data collection method , the method of analysis data , engineering the validity of the data , time and place research . The results of research analysis of the formation of the brand image onlineshop whitepaper concept through social media twitter are so good , all planning so used to do the activities of the formation of the brand image through twitter , account management twitter also very good , so audiences can accept images displayed want to Conclusions, whitepaper concept performs activities the formation of the brand image through social media twitter is very good all matters pertaining to the establishment of online brand iamge shop in the very watch Suggestions the formation of a brand image online shops whitepaper concept through twitter very well, it will be better in all social media accessible to target market of the white paper concept

Keyword : advertising, social media, online shop, brand image