

**PERAN ANGGOTA KOMUNITAS KONSUMEN DI MEDIA SOSIAL
DALAM KETERLIBATAN KONSUMEN PADA AKUN INSTAGRAM
@SOMETHINCTOWN**

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ABSTRAK

Komunitas konsumen Somethinc Town, menjadi wadah bagi pecinta merek Somethinc & *beauty enthusiast* untuk lebih berkembang bersama Somethinc dengan berkomunitas di media sosial, terutama di Instagram. Somethinc Town cenderung aktif di Instagram, namun menunjukkan nilai *engagement rate* yang rendah dan menurunnya jumlah komentar beberapa bulan terakhir. Penelitian ini bertujuan untuk mengetahui peran anggota dan pengelola komunitas konsumen Somethinc Town dalam keterlibatan konsumen dari Somethinc yang dikaitkan dengan teori pertukaran sosial (unsur utamanya imbalan, pengorbanan, dan keuntungan), serta faktor pendukung dan penghambat hubungan komunitas Somethinc Town. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data yang melalui wawancara, dokumentasi, serta observasi nonpartisipan yang dianalisis dengan model interaktif Miles & Huberman (pengumpulan, reduksi, penyajian, dan verifikasi data). Penelitian ini menghasilkan anggota dan pengelola Somethinc Town cenderung aktif berinteraksi di Instagram melalui fitur Instagram. Pengelola aktif membuat konten di Instagram @Somethinctown dan menciptakan interaksi dari konten tersebut. Anggota cenderung aktif berinteraksi dengan sesama anggota dan dengan pengelola Somethinc Town, serta aktif membagikan info produk Somethinc di Instagram pribadi mereka. Hubungan anggota dengan pengelola Somethinc Town memiliki faktor pendukung utama komunikasi dan faktor penghambatnya jarak yang mengakibatkan kendala untuk berinteraksi maksimal antar sesama anggota atau dengan pengelola Somethinc Town. Peran anggota komunitas konsumen di Instagram @Somethinctown memiliki hubungan dalam keterlibatan konsumen dari Somethinc, yaitu interaksi yang terjadi di Instagram pribadi atau @Somethinctown dapat menguntungkan dari segi promosi bagi komunitas konsumen Somethinc Town dan merek Somethinc. Siklus interaksi yang terjadi antara anggota dengan komunitas konsumen Somethinc Town berkaitan dengan unsur teori pertukaran sosial.

Kata kunci: Instagram, keterlibatan konsumen, komunitas konsumen, pemasaran

**THE ROLE OF CONSUMER COMMUNITY MEMBERS ON SOCIAL
MEDIA IN CONSUMER ENGAGEMENT ON THE @SOMETHINCTOWN
INSTAGRAM ACCOUNT**

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ABSTRACT

The Somethinc Town consumer community is a forum for Somethinc brand lovers & beauty enthusiasts to develop further with Somethinc by the community on social media, especially on Instagram. Somethinc Town tends to be active on Instagram but has shown a low engagement rate and a decline in the number of comments in recent months. This research aims to determine the role of Somethinc Town consumer community members and Staff in Somethinc consumer engagement which is linked to social exchange theory (the main elements are reward, cost, and profit), as well as supporting and inhibiting factors of Somethinc Town community relationships. This research uses descriptive qualitative methods with data collection techniques through interviews, documentation, and non-participant observation which are analyzed using the Miles & Huberman interactive model (data collection, reduction, presentation, and verification). This research shows that Somethinc Town members and the staff tend to interact on Instagram through the Instagram feature actively. The Staff of Somethinc Town actively creates content on Instagram @Somethinctown and creates interactions from that content. Members tend to actively interact with fellow members and Somethinc Town's Staff and actively share Somethinc product info on their personal Instagram. The relationship between members and Somethinc Town's Staff has a main supporting factor for communication and an inhibiting factor is distance which results in obstacles to maximum interaction between fellow members or with Somethinc Town's Staff. The role of consumer community members on Instagram @Somethinctown has a relationship with consumer engagement from Somethinc, which is interactions that occur on personal Instagram or @Somethinctown can be profitable in terms of promotion for Somethinc Town and Somethinc. The cycle of interaction that occurs between members and the Somehinc Town consumer community is related to elements of social exchange theory.

Keywords: *Community, consumer, consumer engagement, Instagram, marketing*