

ABSTRAK

ANALISIS *ENGAGEMENT* AUDIENS TERHADAP KAMPANYE INSTAGRAM @LE_MINERALEID: STUDI RAFAEL STRUICK SEBAGAI *BRAND AMBASSADOR* (PERIODE 6 JUNI 2024 – 6 FEBRUARI 2025)

MAHDIAH NARGIS

Kampanye Instagram @le_mineraleid yang menampilkan Rafael Struick sebagai *brand ambassador* berlangsung saat ia tengah populer namun mendapat sorotan negatif akibat performanya di lapangan. Penelitian ini bertujuan untuk menganalisis keterlibatan audiens (*engagement*) terhadap kampanye tersebut dalam periode 6 Juni 2024 – 6 Februari 2025. Metode yang digunakan adalah kuantitatif deskriptif dengan teknik analisis isi terhadap 13 konten. *Engagement rate* dihitung secara manual dan didukung analisis statistik deskriptif. Selain itu, komentar netizen dianalisis menggunakan kerangka *Elaboration Likelihood Model* (ELM). Hasil menunjukkan bahwa konten dengan visual ekspresif dan emosional memiliki ER tinggi dan dominasi komentar perifer. Sementara itu, konten informatif dengan ER rendah justru memunculkan lebih banyak komentar yang diproses secara sentral. Temuan ini menunjukkan bahwa popularitas *brand ambassador* tidak selalu menjamin keterlibatan yang tinggi maupun mendalam secara kognitif.

Kata kunci: *Engagement Rate*, Instagram, Rafael Struick, *Brand ambassador*, *Elaboration Likelihood Model*, Le Minerale.

ABSTRACT

AUDIENCE ENGAGEMENT ANALYSIS ON THE INSTAGRAM CAMPAIGN OF @LE_MINERALEID: A STUDY OF RAFAEL STRUICK AS BRAND AMBASSADOR (PERIOD: JUNE 6, 2024 – FEBRUARY 6, 2025)

MAHDIAH NARGIS

The Instagram campaign by @le_mineraleid featuring Rafael Struick as brand ambassador took place amid his rising popularity and simultaneous public criticism due to underwhelming on-field performance. This study aims to analyze audience engagement with the campaign from June 6, 2024, to February 6, 2025. A descriptive quantitative method was used, employing content analysis on 13 posts. Engagement rate was calculated manually and supported by descriptive statistical analysis. Additionally, user comments were examined using the Elaboration Likelihood Model (ELM) framework. The findings indicate that posts with expressive visuals and emotional appeal had higher engagement rates and were dominated by peripheral-route comments. In contrast, more informative posts with lower ERs generated a greater proportion of centrally processed comments. These results suggest that a brand ambassador's popularity does not necessarily guarantee high or cognitively deep audience engagement.

Keywords: *Engagement Rate, Instagram, Rafael Struick, Brand ambassador, Elaboration Likelihood Model, Le Minerale.*