

STRATEGI KOMUNIKASI DALAM MEMBANGUN KOMUNITAS "DIGITAL LEARNERS" DI PT DIBIMBING DIGITAL INDONESIA

FILDZAH INDIRA

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi komunikasi dalam membangun komunitas "*Digital learners*" di PT Dibimbing Digital Indonesia dengan menggunakan konsep strategi komunikasi dan brand community. Metode yang digunakan adalah kualitatif deskriptif serta teknik pengambilan sampel dilakukan dengan *purposive sampling*. Peneliti menggunakan tiga tahap analisis data yaitu reduksi data, penyajian data, penarikan simpulan dan verifikasi data. Setelah melalui tiga tahap tersebut, peneliti menggunakan triangulasi teknik sebagai teknik keabsahan data. Hasil penelitian menunjukkan bahwa strategi komunikasi PT Dibimbing Digital Indonesia bertumpu pada pengelolaan lima elemen komunikasi sebagai komponen utama agar strategi komunikasi dapat berjalan secara optimal. Selain itu, penerapan konsep *brand community* berperan dalam meningkatkan pertumbuhan komunitas serta menjaga hubungan antaranggota *Digital Learners*. Inovasi dan kolaborasi tim internal juga menjadi faktor pendukung penting dalam memastikan strategi komunikasi perusahaan berjalan secara efektif dan berkelanjutan.

Kata Kunci: *Edutech*, Komunitas Digital, Komunitas Merek, Strategi Komunikasi

**COMMUNICATION STRATEGIES IN BUILDING A COMMUNITY OF
“DIGITAL LEARNERS” AT PT DIBIMBING DIGITAL INDONESIA**

FILDZAH INDIRA

ABSTRACT

This study aims to examine communication strategies in building the Digital Learners community at PT Dibimbing Digital Indonesia by applying communication strategy and brand community concepts. This research employs a descriptive qualitative method with purposive sampling as the sampling technique. Data analysis was conducted through three stages: data reduction, data display, and conclusion drawing and verification. After completing these stages, technique triangulation was used to ensure data validity. The findings indicate that the communication strategy implemented by PT Dibimbing Digital Indonesia is structured around five communication elements as the main components that must be managed to ensure the optimal implementation of communication strategies. In addition, the application of the brand community concept serves as an effort to increase community growth and maintain relationships among Digital Learners members. Furthermore, innovation and internal team collaboration play a crucial role in supporting the smooth execution and sustainability of the company's communication strategy.

Keywords: Brand Community, Communication Strategy, Digital Community, Edutech