

**KOMUNIKASI KELOMPOK TIM CREATIVE KOL SUARA.COM
DALAM PEMANFAATAN INFLUENCER MELALUI NEXUS
CREATOR HUB**

MAVIRO RENAYLA PASHA

ABSTRAK

Penelitian ini bertujuan untuk mengkaji proses komunikasi kelompok Tim Creative KOL Suara.com dalam memanfaatkan *influencer* melalui platform Nexus Creator Hub guna memenangkan *campaign pitch*. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus dengan dibantu Teori *Conversational Argument Coding Scheme* (CACS). Data dikumpulkan melalui wawancara mendalam terhadap empat anggota Tim Creative KOL serta dokumentasi aktivitas tim, kemudian dianalisis menggunakan teknik *coding* tiga tahap: *open coding*, *axial coding*, dan *selective coding*. Hasil analisis menghasilkan 45 kategori dalam 9 tema awal, yang dikelompokkan menjadi 6 tema konseptual, dan diintegrasikan menjadi 4 tema inti. Penelitian ini juga menghasilkan Model Proses *Pitching* Tim Creative KOL yang terdiri dari enam tahapan bersifat siklus dan adaptif: *Interpreting*, *Coordinating*, *Brainstorming*, *Planning*, *Executing*, dan *Evaluating*. Temuan menunjukkan bahwa komunikasi kelompok berperan sebagai penggerak utama dalam membangun argumentasi *pitching*, bukan sekadar sarana koordinasi. Nexus Creator Hub berperan sebagai alat pendukung berbasis data yang meningkatkan efisiensi pemilihan *influencer* sekaligus menggeser pola argumentasi tim dari justifikasi umum menjadi justifikasi terukur berbasis data, sementara keputusan akhir tetap ditentukan oleh dinamika komunikasi kelompok.

Kata Kunci: CACS, *Campaign Pitch*, *Influencer*, KOL, Komunikasi Kelompok, Nexus Creator Hub

GROUP COMMUNICATION OF SUARA.COM CREATIVE KOL TEAM IN UTILIZING INFLUENCERS THROUGH NEXUS CREATOR HUB

MAVIRO RENAYLA PASHA

ABSTRACT

This study aims to examine the group communication process of Suara.com's Creative KOL Team in utilizing influencers through the Nexus Creator Hub platform to win campaign pitches. This research employs a qualitative approach using a case study method, supported by the Conversational Argument Coding Scheme (CACS) theory. Data were collected through in-depth interviews with four members of the Creative KOL Team and team activity documentation, then analyzed using a three-stage coding technique: open coding, axial coding, and selective coding. The analysis produced 45 categories across 9 initial themes, which were consolidated into 6 conceptual themes and integrated into 4 core themes. This study also produced a Creative KOL Team Pitching Process Model comprising six cyclical and adaptive stages: Interpreting, Coordinating, Brainstorming, Planning, Executing, and Evaluating. The findings reveal that group communication functions as the primary driver in constructing pitching arguments, extending beyond its role as a mere coordination tool. Nexus Creator Hub operates as a data-driven supporting tool that enhances influencer selection efficiency while simultaneously shifting the team's argumentation pattern from general justifications to measurable, data-based reasoning, with final decisions remaining determined by the dynamics of group communication.

Keywords: CACS, Campaign Pitch, Group Communication, Influencer, KOL, Nexus Creator Hub