

**PENGARUH USER-GENERATED CONTENT DAN FIRM-GENERATED CONTENT DALAM KOMUNIKASI MEDIA SOSIAL TERHADAP BRAND EQUITY ZAP CLINIC (Survei Followers TikTok @zapclinic)**

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**ABSTRAK**

Penelitian ini dilatarbelakangi oleh meningkatnya pemanfaatan TikTok sebagai media komunikasi pemasaran yang memungkinkan perusahaan dan pengguna berperan dalam membentuk persepsi konsumen terhadap merek. TikTok tidak hanya menjadi sarana bagi perusahaan untuk menyampaikan informasi mengenai produk dan layanan melalui *Firm-Generated Content* (FGC), tetapi juga menjadi wadah bagi pengguna untuk membagikan pengalaman, ulasan, serta rekomendasi melalui *User-Generated Content* (UGC). Keberadaan kedua jenis konten tersebut menciptakan interaksi yang dinamis antara perusahaan dan pengguna dalam proses komunikasi pemasaran digital. Interaksi yang tercipta melalui kedua jenis konten tersebut berpotensi memengaruhi persepsi konsumen terhadap suatu merek sehingga berkontribusi dalam pembentukan *Customer-Based Brand Equity*. Penelitian ini bertujuan untuk mengetahui pengaruh *User-Generated Content* (UGC) dan *Firm-Generated Content* (FGC) dalam komunikasi media sosial terhadap *Customer-Based Brand Equity* ZAP Clinic pada pengikut akun TikTok @zapclinic. Penelitian ini didasarkan pada *Elaboration Likelihood Model* (ELM) yang menjelaskan bahwa pembentukan persepsi konsumen dipengaruhi oleh proses pengolahan pesan melalui *central route* dan *peripheral route*. Pendekatan kuantitatif dengan metode survei digunakan pada penelitian ini dengan menyasar 408 responden yang merupakan pengikut akun TikTok @zapclinic. Teknik pengambilan sampel menggunakan *purposive sampling*, sedangkan analisis data dilakukan menggunakan regresi linear berganda dengan bantuan IBM SPSS Statistics 25. Hasil penelitian menunjukkan bahwa *User-Generated Content* dan *Firm-Generated Content* berpengaruh positif dan signifikan terhadap *Customer-Based Brand Equity* ZAP Clinic, baik secara parsial maupun simultan. Selain itu, *User-Generated Content* merupakan variabel yang memiliki pengaruh lebih dominan dibandingkan *Firm-Generated Content*. Hasil penelitian menegaskan bahwa kombinasi konten yang dibuat pengguna dan perusahaan merupakan strategi komunikasi media sosial yang efektif dalam membangun *Customer-Based Brand Equity*.

**Kata kunci:** *User-Generated Content*, *Firm-Generated Content*, *Customer-Based Brand Equity*, TikTok, *Elaboration Likelihood Model*.

**THE INFLUENCE OF USER-GENERATED CONTENT AND FIRM-GENERATED CONTENT IN SOCIAL MEDIA COMMUNICATION ON ZAP CLINIC'S CUSTOMER-BASED BRAND EQUITY (A SURVEY OF @zapclinic TIKTOK FOLLOWERS)**

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**ABSTRACT**

*This study is motivated by the increasing use of TikTok as a marketing communication platform that enables both companies and users to shape consumers' perceptions of a brand. TikTok not only serves as a medium for companies to deliver information about products and services through Firm-Generated Content (FGC) but also provides a platform for users to share their experiences, reviews, and recommendations through User-Generated Content (UGC). The presence of these two types of content creates dynamic interactions between companies and users in the digital marketing communication process. Such interactions have the potential to influence consumers' perceptions of a brand and contribute to the development of Customer-Based Brand Equity. This study aims to examine the influence of User-Generated Content and Firm-Generated Content in social media communication on the Customer-Based Brand Equity of ZAP Clinic among followers of the @zapclinic TikTok account. This research is based on the Elaboration Likelihood Model (ELM), which explains that consumers' perceptions are shaped through message processing via the central route and peripheral route. A quantitative approach with a survey method was employed, involving 408 respondents who were followers of the @zapclinic TikTok account. The sampling technique used was purposive sampling, while the data were analyzed using multiple linear regression with IBM SPSS Statistics 25. The findings indicate that both User-Generated Content and Firm-Generated Content have a positive and significant influence on ZAP Clinic's Customer-Based Brand Equity, both partially and simultaneously. Furthermore, User-Generated Content has a more dominant influence than Firm-Generated Content. The results suggest that the combination of user-generated and firm-generated content constitutes an effective social media communication strategy for building Customer-Based Brand Equity.*

**Keywords:** User-Generated Content, Firm-Generated Content, Customer-Based Brand Equity, TikTok, Elaboration Likelihood Model.