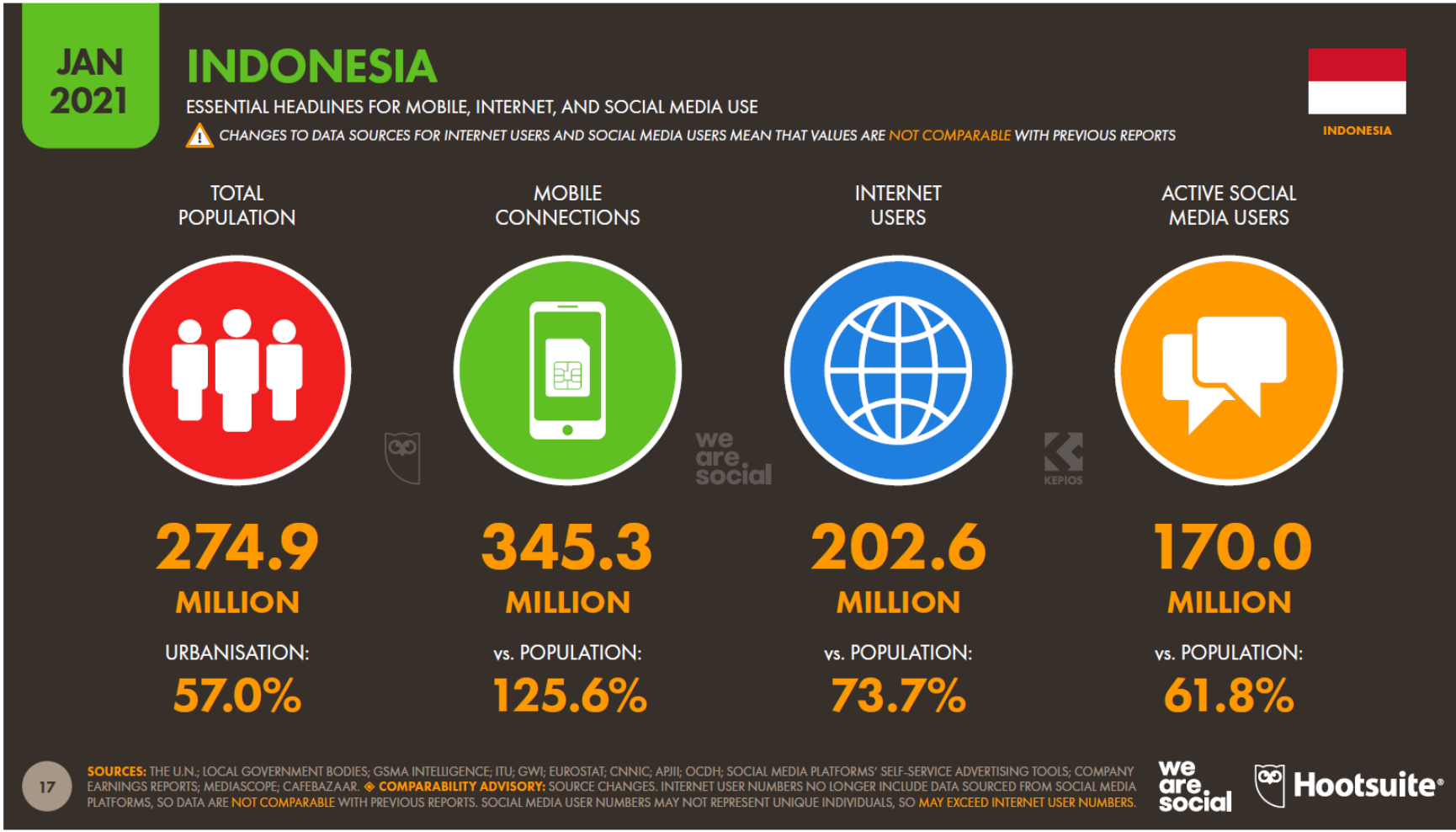




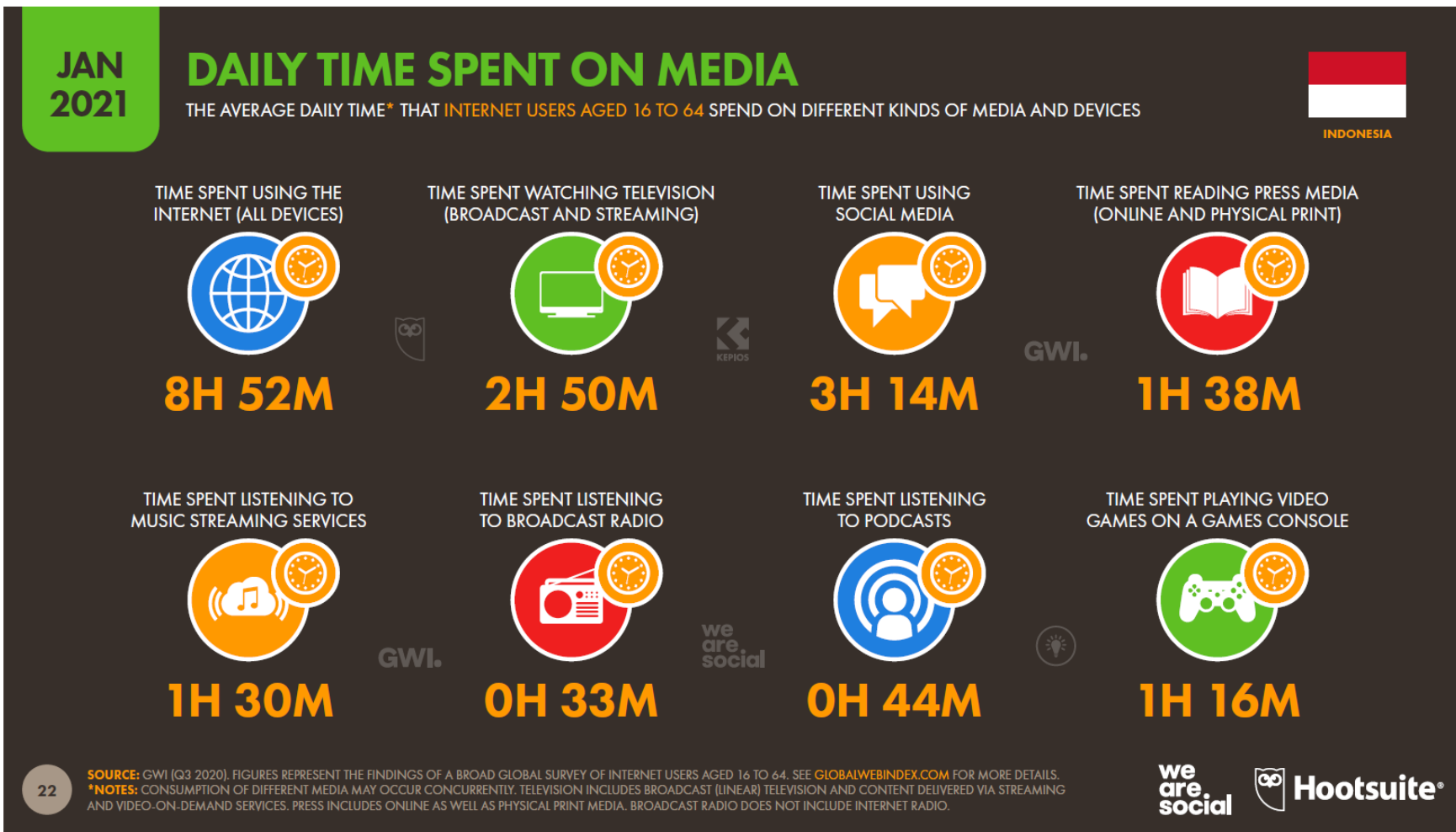
MEDIA SOSIAL SEBAGAI REPRESENTASI CITRA POSITIF PERGURUAN TINGGI

Forum Kehumasan Perguruan Tinggi Tahun 2021 – Senin, 3 Mei 2021

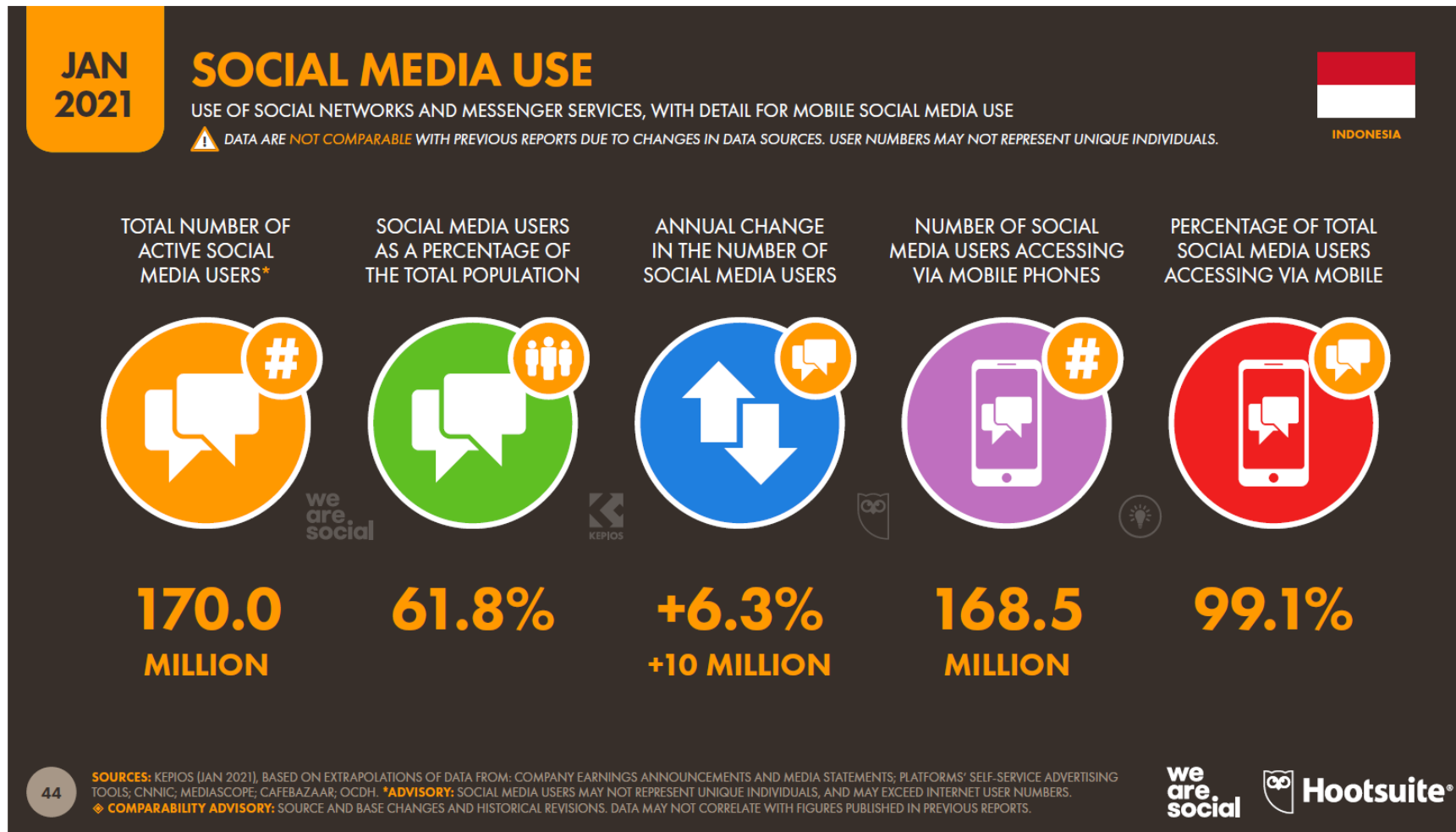
Inco Hary Perdana – Fakultas Ilmu Komunikasi, Universitas Multimedia Nusantara



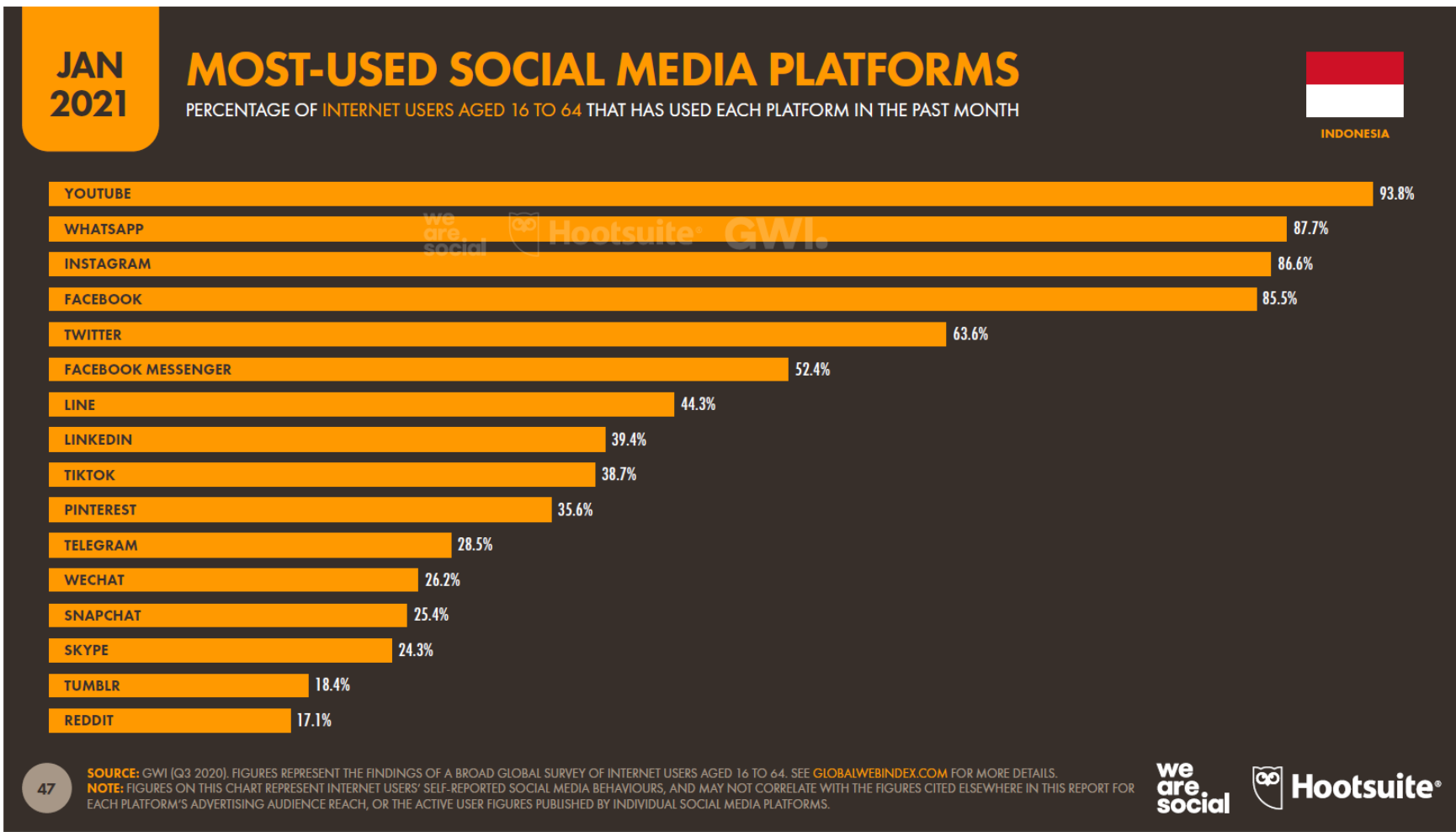
Sumber: Kemp, 2021 (wearesocial.com)



Sumber: Kemp, 2021 (wearesocial.com)



Sumber: Kemp, 2021 (wearesocial.com)



Sumber: Kemp, 2021 (wearesocial.com)



Sumber: Kemp, 2021 (wearesocial.com)

Perguruan Tinggi di Wilayah LLDikti III  301 Perguruan Tinggi



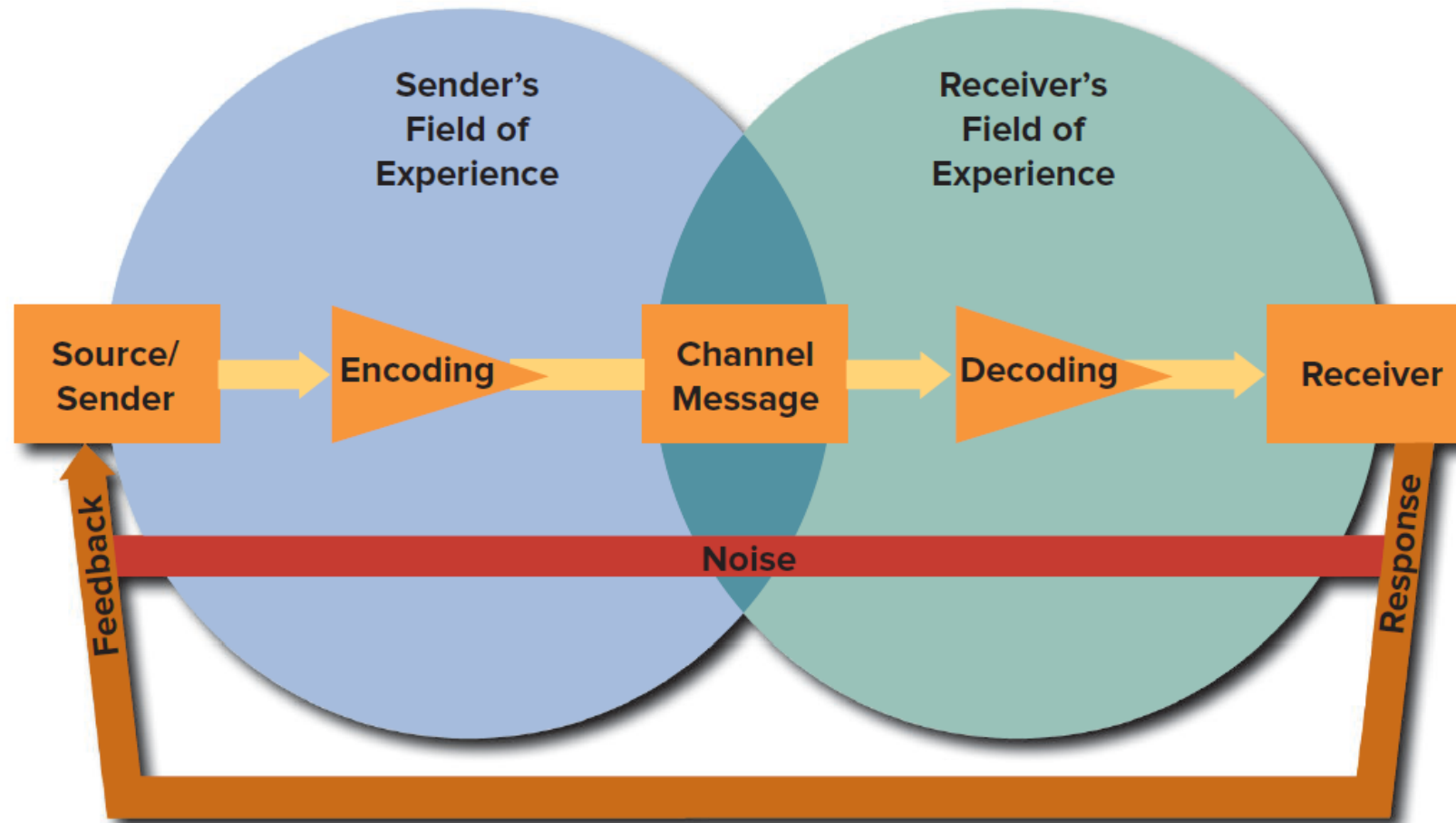
301 akun



301 akun



301 akun



A Model of the Communication Process (Belch & Belch, 2018)

Rektorat: Informasi Umum, Kebijakan, Peraturan

Tim Marketing: Informasi PNM, Profil PT

Dekanan/Prodi: Informasi Fakultas/Prodi, Kebijakan, Peraturan

Alumni: Pengumuman

Eksternal: Regulasi, Peraturan, Sosialisasi

PROAKTIF

- Inisiasi dari sumber pesan
- Kepentingan organisasi
- Aturan/regulasi
- Sosialisasi
- Promosi

REAKTIF

- Respon dari isu publik
- Tren masyarakat
- Keluhan/laporan publik
- Krisis

PESAN TUNGGAL

- Tidak berkelanjutan
- Tujuan hanya pada level kognisi
- Memiliki inti pesan tunggal

Contoh: Pidato, Pengumuman

KAMPANYE

- Mempunyai periode tertentu
- Tujuan sampai level behavior
- Memiliki inti pesan tunggal/bertahap yang dapat dikembangkan dengan banyak cara

Contoh: Sosialisasi Program, Kampanye Promosi

Media Cetak

Media
Penyiaran

Media Daring

Media Sosial

Media Luar
Ruang

Komunikasi
Tatap Muka

PAID

- Segala bentuk media berbayar – baik media tradisional maupun media baru.
- Bersifat “controllable”

EARNED

- Segala bentuk publikasi melalui pihak ketiga – termasuk media massa dan tokoh publik.
- Bersifat “uncontrollable”

SHARED

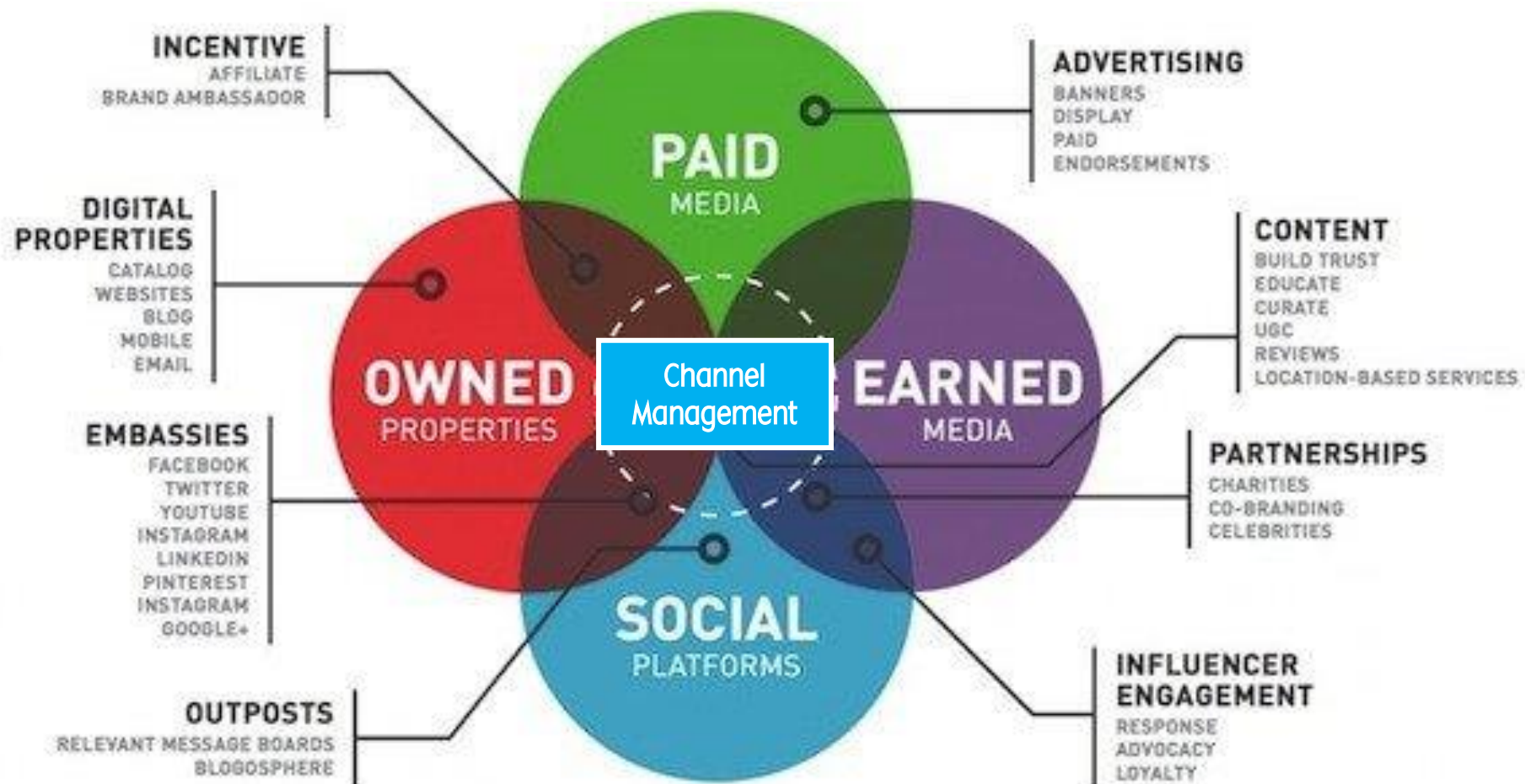
- Segala bentuk publikasi melalui media sosial yang dapat dibagikan oleh khalayak.
- Bersifat “semi-controllable”

OWNED

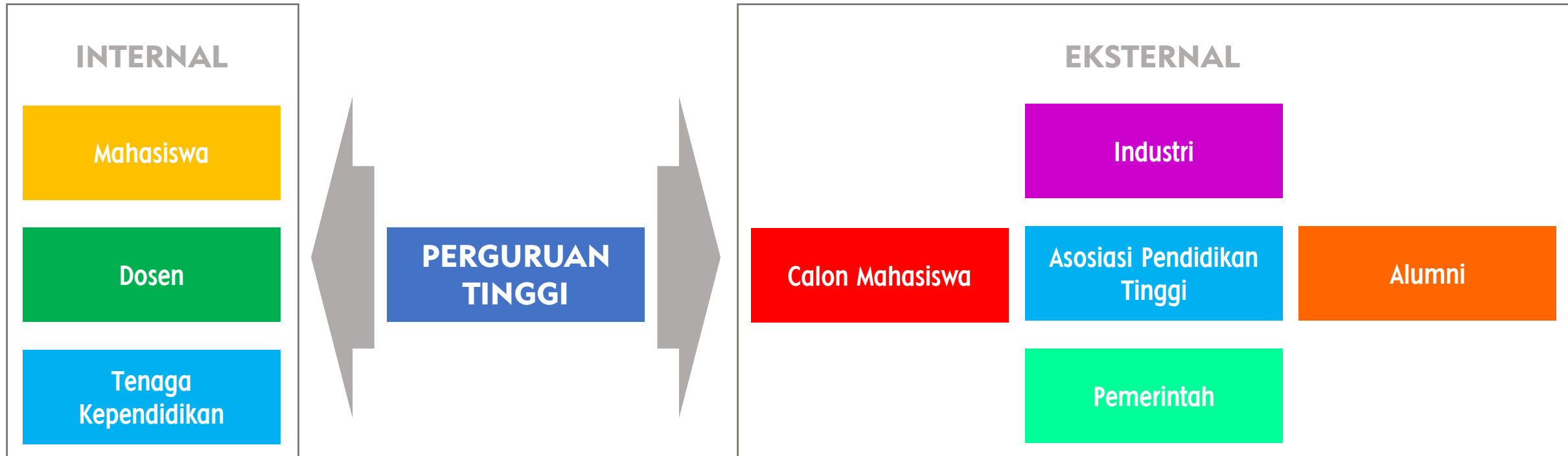
- Segala bentuk publikasi yang disampaikan melalui property atau inventaris organisasi
- Bersifat “controllable”

KANAL KOMUNIKASI – P.E.S.O MODEL

Aplikasi dalam Bentuk & Jenis Media



Sumber: Bailey, 2019 (pracademy.co.uk)

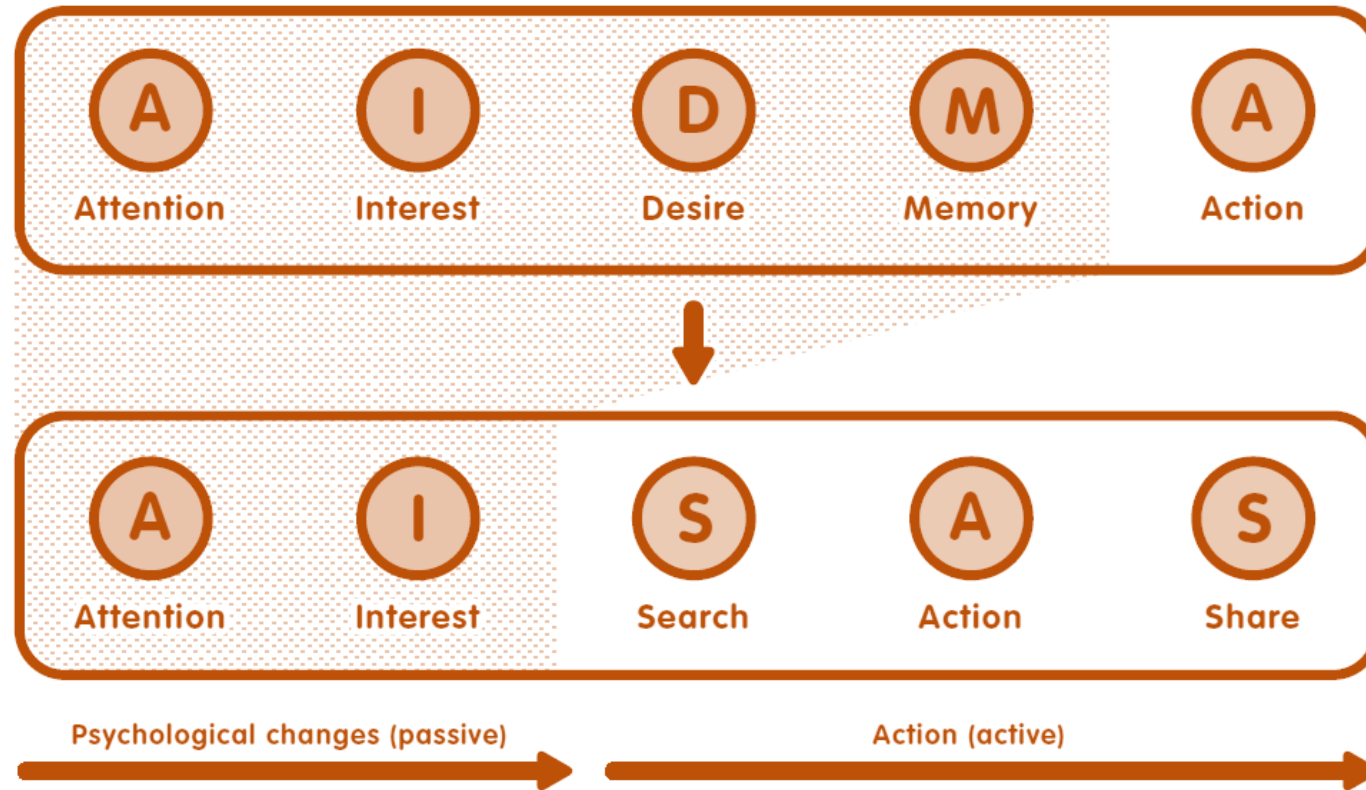


	Old Reality	New Reality
Identity	Consumers, respondents	Real people, creative partners
Role	Passive; consumers of value	Active collaborators; co-producers of value
Source of insights	Surveys, dispassionate objective observation	Conversations, stories, impassioned immersion
Handshake with organization	Transactions-based	Interactions and experience-based
Location	Fixed and invisible; at one end of a long value chain	Adaptive and very visible; anytime, anyplace
Information and influence	Company advertising and messages; expert opinion	Word-of-mouth; peer-to-peer; social media
Concept of value	Company offers; one size fits all	Customer determines; tailored and unique
Primary source of value	What's in the brand; attributes and features	What customers do with the brand; unique solutions and customized experiences

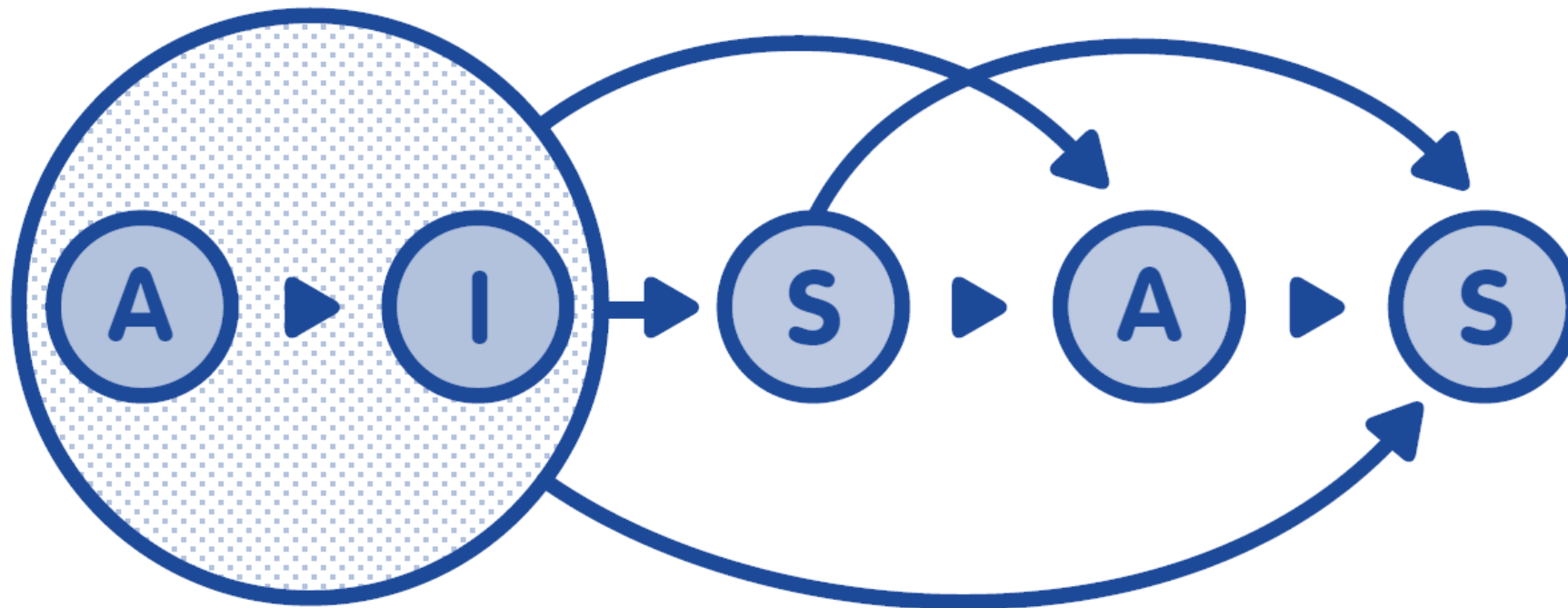
A Profile of the New Audience (Bhalla, 2011)

PROSES PENERIMAAN PESAN

Model AIDMA dan Model AISAS



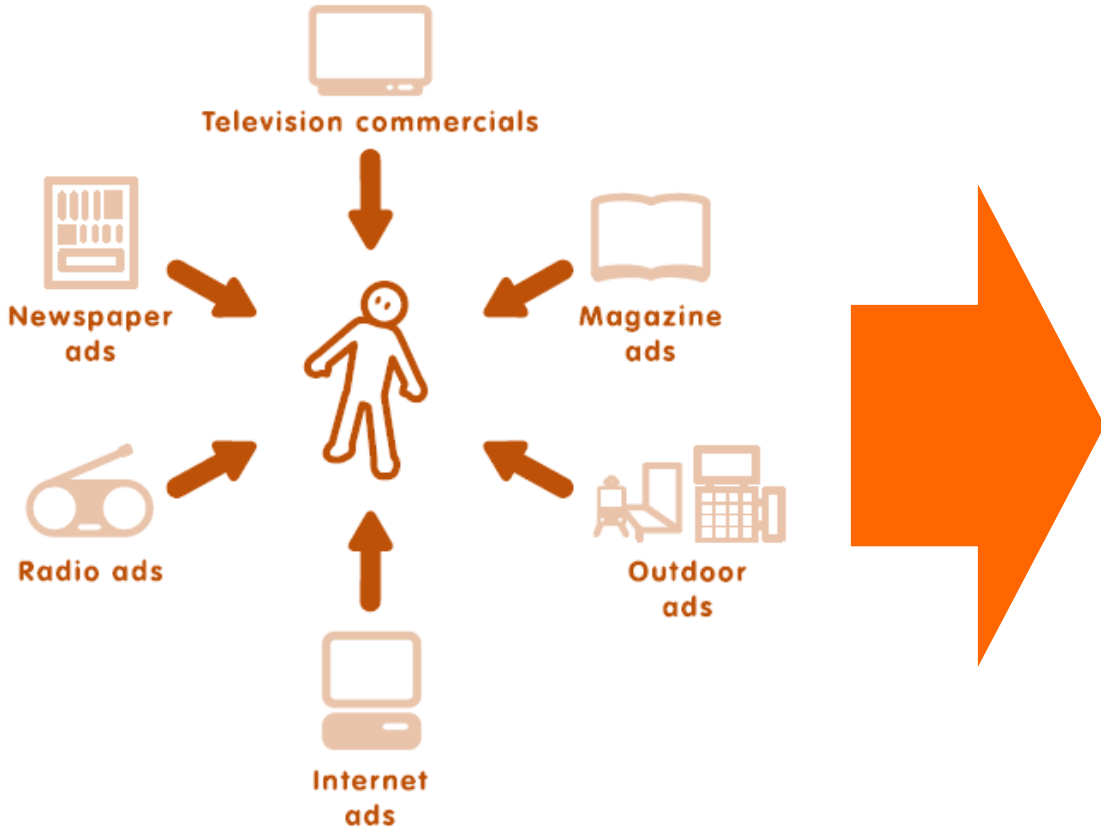
From AIDA to AISAS (Sugiyama & Andree, 2011)



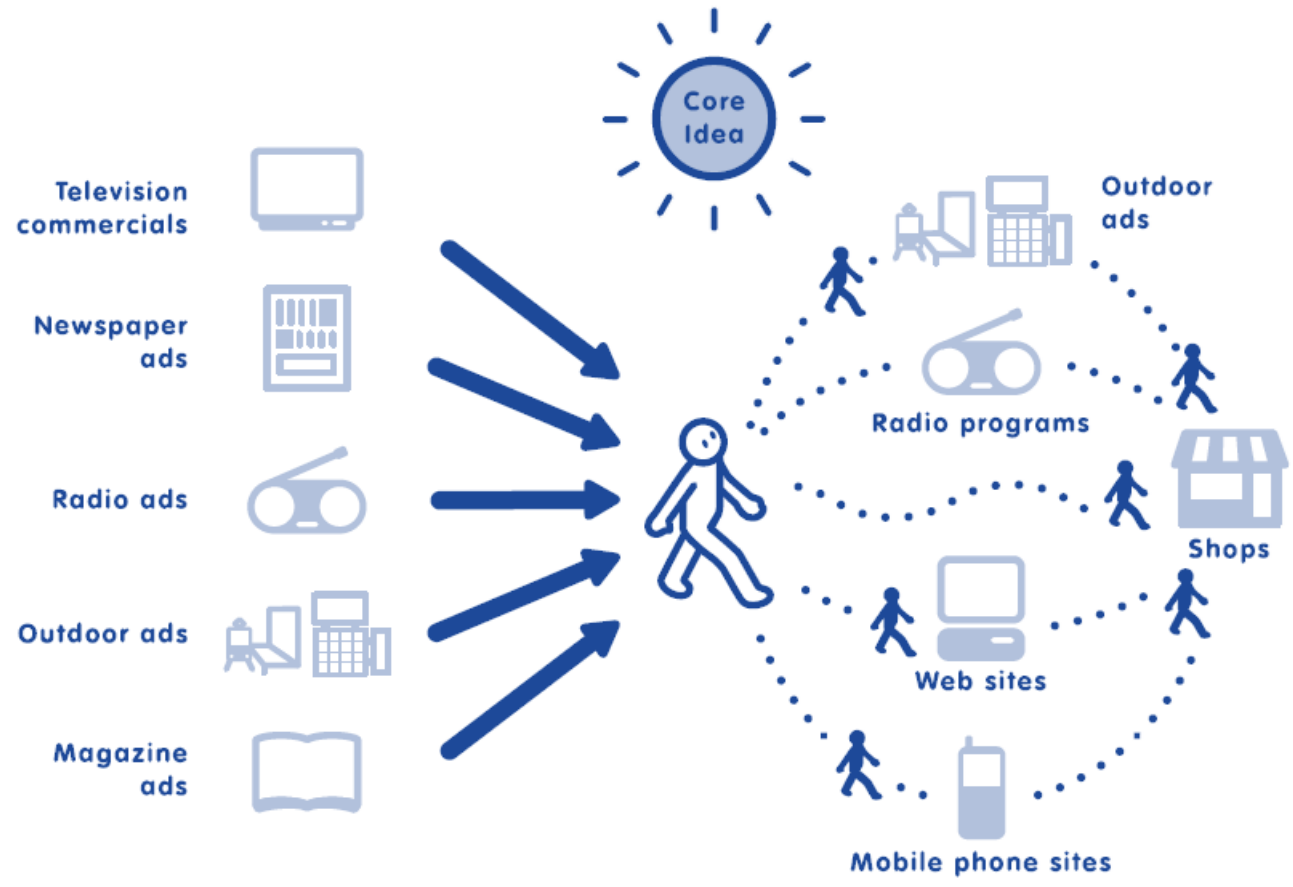
AISAS – Non-Linear Process (Sugiyama & Andree, 2011)

DISTRIBUSI PESAN

Model Mixed Media & Model Contact Point

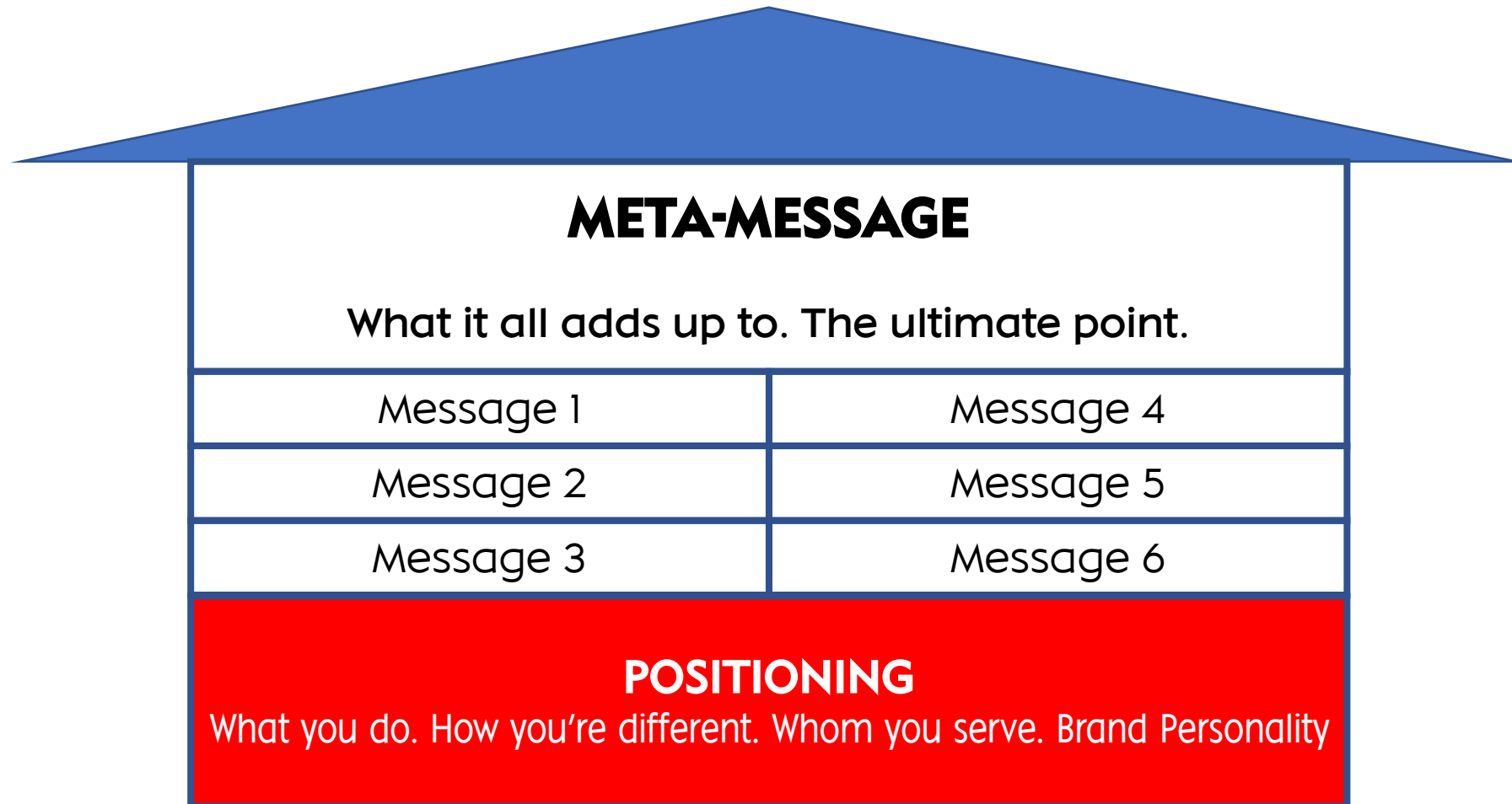


Media distribution to reach target

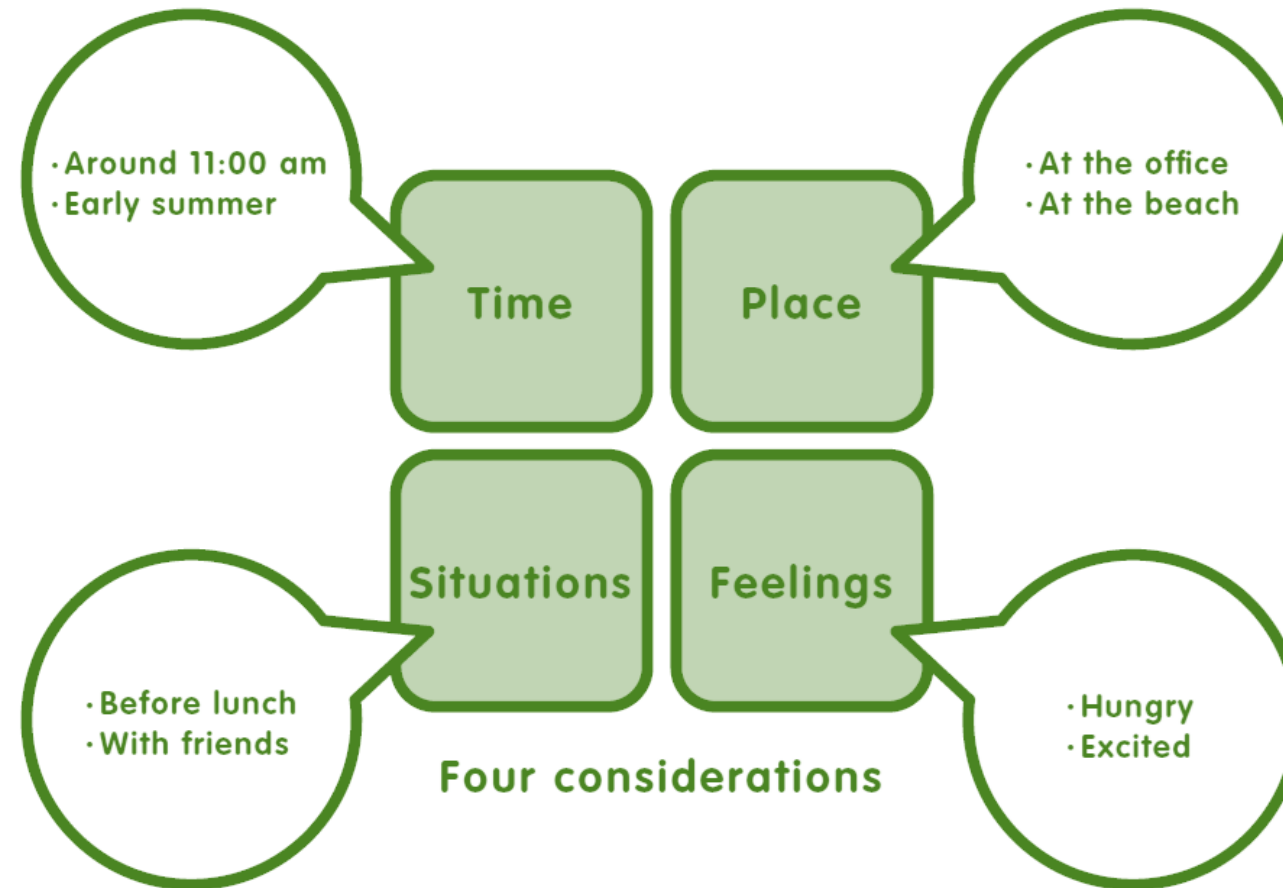


Creation of a Scenario to move the target

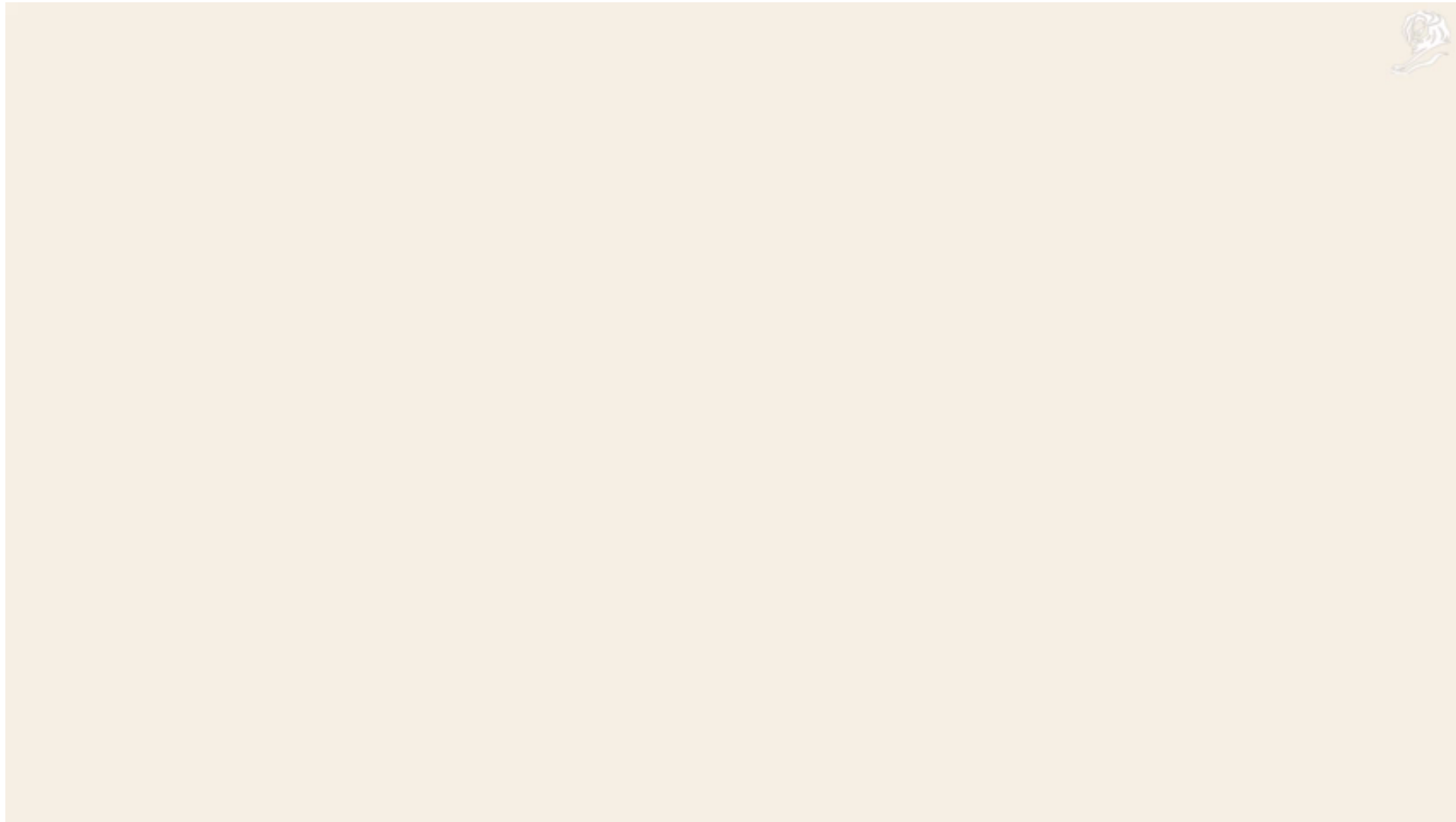
Media Distribution, Old & New (Sugiyama & Andree, 2011)



House of multiple message strategies (Callen, 2010)



Four considerations in evaluating Contact Points (Sugiyama & Andree, 2011)



- Bailey, Richard. *Briefing: PESO*. 2019 (<https://pracademy.co.uk/insights/briefing-peso/>)
- Belch, George E. & Michael A. Belch. *Advertising & Promotion*. 2018
- Bhalla, Gaurav. *Collaboration and Co-creation: New Platforms for Marketing and Innovation*. 2011
- Callen, Barry. *Manager's Guide to Marketing, Advertising, and Publicity*. 2010
- Kemp, Simon. *Digital 2021: The Latest Insights into The 'State Of Digital'*. 2021 (<https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital>)
- Sugiyama, Kotaro & Tim Andree. *The Dentsu Way*. 2011

Terima Kasih