ABSTRAK

Yepta Octa Prida Silalahi. *Evaluasi Strategi Branding Berbasis Instagram di Politeknik WBI*. Dibimbing oleh Dr. Mukdin Markus Turnip dan Drs. Vinsensius Matondang, MBA.

Perkembangan media sosial, khususnya instagram, mendorong institusi pendidikan tinggi memanfaatkannya sebagai strategi branding. Politeknik Wilmar Bisnis Indonesia (WBI) menggunakan akun @politeknikwbi untuk membangun citra kampus. Namun, meskipun jumlah pengikut cukup tinggi, tingkat keterlibatan (*engagement*) akun masih rendah. Dalam penelitian ini berfokus pada permasalahan : 1). efektivitas strategi branding berbasis instagram yang diterapkan oleh Politeknik WBI? 2). Bagaimana penerapan strategi branding berbasis instagram di Politeknik WBI terhadap pandangan mahasiswa dan calon mahasiswa? Pada penelitian ini, Metode yang digunakan adalah deskriptif kualitatif. Dengan teknik pengumpulan data yaitu : wawancara, observasi, kuesioner dan dokumentasi. Data yang diperoleh dianalisis secara deskriptif dengan reduksi data, penyajian data dan penarikan kesimpulan. Hasil menunjukkan Strategi branding berbasis Instagram Politeknik WBI dinilai cukup efektif dalam membentuk citra positif institusi, khususnya di kalangan generasi muda. Keberhasilan terlihat dari kekuatan brand personality dan tingginya motivasi serta sikap positif audiens terhadap kampus. Meski demikian, aspek brand identity dan interaktivitas masih perlu ditingkatkan agar penyampaian nilai institusi lebih optimal.
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Kata kunci: Strategi Branding, Instagram, Perguruan tinggi

ABSTRACT

Yepta Octa prida silalahi. *Evaluation of Instagram-Based Branding Strategies at WBI Polytechnic*. Guided by Dr. Mukdin Markus Turnip and Drs. Vinsensius Matondang, MBA.

The development of social media, especially Instagram, encourages higher education institutions to use it as a branding strategy. Wilmar Bisnis Indonesia Polytechnic (WBI) uses @politeknikwbi accounts to build a campus image. However, even though the number of followers is quite high, the engagement rate *of* the account is still low. In this study, it focuses on the following problems: 1). the effectiveness of the Instagram-based branding strategy implemented by the WBI Polytechnic? 2). How is the implementation of Instagram-based branding strategies at the WBI Polytechnic on the views of students and prospective students? In this study, the method used is qualitative descriptive. With data collection techniques, namely: interviews, observations, questionnaires and documentation. The data obtained were analyzed descriptively by data reduction, data presentation and conclusion drawn. The results show that the Instagram based branding strategy of the WBI Polytechnic is considered quite effective in forming a positive image of the institution, especially among the younger generation. The success can be seen from the strength of brand personality and the high motivation and positive attitude of the audience towards the campus. However, the aspects of brand identity and interactivity still need to be improved so that the delivery of institutional values is more optimal.
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Keywords: Branding Strategy, Instagram, College