

## ABSTRAK

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***Social Media Branding Program Corporate Social Responsibility (CSR)***

***Pertamina Bidang Lingkungan Melalui Akun Media Sosial Energi Hayati  
(Periode Tahun 2016-2017)***

**Tahun Skripsi : 2018, 102 Halaman**

**Daftar Pustaka : 13 Buku + 3 Jurnal + 2 Skripsi + 5 Website**

Penelitian ini membahas mengenai *social media branding* program *corporate social responsibility* (CSR) Pertamina bidang lingkungan melalui akun media sosial Energi Hayati yang dilakukan oleh agensi digital Rwe Bhinda. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana strategi komunikasi yang digunakan oleh Rwe Bhinda dalam mengelola akun media sosial Energi Hayati untuk membangun *social media branding program corporate social responsibility* (CSR) Pertamina bidang lingkungan.

Jenis penelitian yang dilakukan adalah penelitian kualitatif dengan pendekatan deskriptif. Metode pengumpulan data dilakukan dengan cara wawancara dan mengumpulkan dokumen. Subjek dalam penelitian ini adalah tim strategic Rwe Bhinda yang mengelola akun Energi Hayati. Penulis menggunakan teknik triangulasi sumber data untuk menguji validitas data yang diperoleh.

Hasil penelitian ini menunjukkan bahwa *social media branding* akun Energi Hayati bertujuan untuk membangun *brand awareness*, *brand engagement*, dan *brand loyalty* terhadap program *corporate social responsibility* (CSR) Pertamina bidang lingkungan. Kemudian strategi komunikasi yang dilakukan Rwe Bhinda dalam mengelola akun Energi Hayati dibagi menjadi beberapa tahap yaitu, menentukan tujuan komunikasi, melakukan segmentasi khalayak, memilih media, menyusun dan menetapkan metode penyampaian pesan, melakukan pembelian iklan, mengadakan aktivasi digital, menggunakan *buzzer* atau *influencer*, membalas komentar audience (peranan komunikator), serta melakukan evaluasi dan *monitoring*.

**Kata kunci:** *social media branding, corporate social responsibility, CSR, strategi komunikasi, media sosial*

## ABSTRACT

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**Social Media Branding of Pertamina's Corporate Social Responsibility**

**Program In Environmental Field Through Social Media Account of Energi Hayati (Period 2016-2017)**

**Year of Thesis : 2018, 102 Pages**

**References : 13 Books + 3 Journal + 2 Thesis + 5 Website**

This study discusses the social media branding of Pertamina's corporate social responsibility program in environmental field through Energi Hayati account which conducted by a digital agency, Rwe Bhinda. The purpose of this research is to find out how communication strategy used by Rwe Bhinda in managing social media account of Energi Hayati to build a branding of Pertamina's corporate social responsibility program in environmental field through social media.

The type of this research is qualitative research with descriptive approach. Data collection proces by using interview method and collecting document. The subject of this research is Rwe Bhinda's strategic team who manages the account of Energi Hayati. The author uses triangulation technique of data source to test the validity the data that has been obtained.

The results of this study indicate that the social media branding of Energi Hayati's account aims to build brand awareness, brand engagement, and brand loyalty of Pertamina's corporate social responsibility program in environmental field. Then Rwe Bhinda's communication strategy in managing the Energi Hayati's account is divided into several stages namely, determining the purpose of communication, segmenting the audience, selecting the media, preparing and setting the method of delivering messages, making purchases of ads, organizing digital activation, using buzzer or influencer, replying the audience review (role of communicator), and also do evaluation and monitoring.

**Keywords: *social media branding, corporate social responsibility, CSR, communcation strategy, social media***