

THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING USING HERO-HUB-HYGIENE CONTENT FRAMEWORK ON MOKU FERMENT HOUSE ACCOUNT ENGAGEMENT

GRACE PALAMBA'



**BUSINESS STUDIES PROGRAM
BUSINESS SCHOOL
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Grace Palamba’
K1401201813



ABSTRACT

GRACE PALAMBA. The Effectiveness of Social Media Marketing using Hero-Hub-Hygiene content framework on Moku Ferment House Account Engagement. Supervised by UJANG SUMARWAN and KHAIRIYAH KAMILAH.

The fermented food and beverage industry, especially kombucha, has grown significantly in Indonesia due to its health benefits. This growth presents challenges for Moku Ferment House, a new kombucha producer, in competing with established brands, particularly in social media marketing. This study evaluates the effectiveness of Instagram content in increasing engagement using the Hero-Hub-Hygiene content framework. A quantitative approach and paired t-test analysis were employed to compare engagement before and after implementing the framework. Results of the study show a significant influence of the framework on account engagement, with the results of the t Stat value (average difference) being far outside the critical value (significance value limit), supporting the rejection of H0. These findings emphasize the framework's effectiveness in boosting engagement. It is recommended that Moku Ferment House consistently applies the content framework to maintain and enhance its Instagram engagement, thereby strengthening its competitive position in the kombucha market.

Keywords: engagement, instagram, kombucha, paired t-test, social media marketing

ABSTRAK

GRACE PALAMBA. Efektivitas Pemasaran Media Sosial Menggunakan Kerangka Konten Hero-Hub-Hygiene pada Keterlibatan Akun Moku Ferment House. Dibimbing oleh UJANG SUMARWAN dan KHAIRIYAH KAMILAH.

Industri makanan dan minuman fermentasi, khususnya kombucha, telah tumbuh signifikan di Indonesia karena manfaatnya bagi kesehatan. Pertumbuhan ini menghadirkan tantangan bagi Moku Ferment House, produsen kombucha baru, dalam bersaing dengan merek-merek mapan, khususnya dalam pemasaran media sosial. Studi ini mengevaluasi efektivitas konten Instagram dalam meningkatkan keterlibatan menggunakan kerangka konten Hero-Hub-Hygiene. Pendekatan kuantitatif dan analisis uji-t berpasangan digunakan untuk membandingkan keterlibatan sebelum dan sesudah menerapkan kerangka tersebut. Hasil studi menunjukkan pengaruh kerangka tersebut secara signifikan terhadap keterlibatan akun, dengan hasil nilai t Stat (selisih rata-rata) yang jauh di luar nilai kritis (batas nilai signifikansi), mendukung penolakan H0. Temuan ini menekankan efektivitas kerangka tersebut dalam meningkatkan keterlibatan. Direkomendasikan agar Moku Ferment House secara konsisten menerapkan kerangka konten untuk mempertahankan dan meningkatkan keterlibatan Instagram-nya, sehingga memperkuat posisi kompetitifnya di pasar kombucha.

Kata kunci: instagram, keterlibatan, kombucha, pemasaran media social, uji t berpasangan



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GRACE PALAMBA'

Final Thesis

As one of the requirements to obtain a degree of
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Undergraduate Thesis Examination Committee:

1. Fithriyyah Shalihati, S.E., M.M.
2. Anggi Mayang Sari, S.Si MBA



Title of Thesis : The effectiveness of social media marketing using hero
hub-hygiene content framework on Moku Ferment House
Account Engagement
Name : Grace Palamba'
Student ID : K1401201813

Approved by

1st Supervisor:
Prof. Dr. Ir. Ujang Sumarwan, M.Sc.



2nd Supervisor:
Khairiyah Kamilah, S.E., M.Si.



Acknowledge by

Head of Undergraduate Program:
Dr. Siti Jahroh, B.Sc., M.Sc.
NIP 197711262008122001



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FOREWORD

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