

ABSTRACT

Abiyoga Ari Nugroho. 92219002

The Effectiveness of Using Hashtags on B & Y Studio Instagram Accounts With the Social Media Analytic Method

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In the digital era as it is today, many information media have emerged to present a variety of information that can be accessed and interacted quickly which we call the internet. Media to get this information is social media. The types of social media that are widely used such as Facebook, Instagram, YouTube, Twitter, and others have even changed the lifestyle of a consumer. This causes the existence of social media to turn out to be a new step for business people to market their products and open up opportunities to use social media as a marketing field.

Related to this in its use, one of the social media Instagram itself is one of the social media that is often used from various circles today. Instagram is one of the social media that has implemented social media analytics or Business analytics in the application of its users' business. Therefore, how Instagram users who will market a product must understand the conditions and strategies that will be carried out. Required a data and information that support in the process. Business analytics is one of the applications that form the foundation and the use of hashtags marked with the # symbol to link and group similar content or information, making it easier for certain searches.

Therefore, the author conducted a study to analyze the effectiveness of using hashtags on a B&Y Studio Instagram posting account using social media analytics.

In this review, subsequent to directing subjective examination, the end is that it is less successful as far as showcasing viability in light of the fact that the hashtags are less inventive for advertising B and Y Studio items and the entrance time for transferring photographs, recordings isn't stuck right. what's more, their entrance time is regularly done on Mondays, Tuesdays, Thursdays, Fridays, Saturdays, Sundays, while on Wednesdays under 100% access the B and Y Studio Instagram account.

Bibliography (2015-2021).