ABSTRACT

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The Influence Of Electronic Word Of Mouth (E-Wom) And The Appeal Of Instagram Account Content @Folkative On Online Engagement Millennial Followers

Keywords: Electronic Word Of Mouth, Folkative, Content Appeal, Instagram, Online Engagement.

Folkative is one of the Instagram accounts that utilizes the platform which focuses on news, art, culture, and local Indonesian products. Folkative is a collective company that focuses on young people, especially millennials. Therefore, this study aims to analyze the influence of Electronic Word of Mouth (X1) and Content Attractiveness (X2) of @Folkative Instagram account towards Online Engagement (Y) millennial followers. This research uses quantitative research methods and this research paradigm is positivistic. The theoretical approach used is Uses and Gratification. Sampel research as many as 400 respondents This study used purposive sampling technique for sampling as the main method in obtaining data. The results of this study show that Electronic Word of Mouth and Content Attractiveness affect Online Engagement by 60% while the remaining 40% is influenced by other variables that are not included in this study, such as post content, Instagram account content upload achievement, communication style and digital influencers. The conclusion of this study is that there is often an Electronic Word of Mouth between Folkative followers on Instagram and the increasingly interesting content shared by Folkative will increase online engagement or social media engagement such as giving likes to posts, comments and also shares carried out by Folkative Instagram followers. Suggestions for further research can use a qualitative approach to understand and clearly analyze the attractiveness of what kind of content millennial followers want.

Bibliography (2003 – 2021)