

ABSTRAK

Mela Wijayanti, 11410153, Analysis on Communication of Brand Community of Sophie Paris in Social Media Facebook, Thesis, Faculty of Psychology. State Islamic University Maulana Malik Ibrahim Malang, 2015.

Communication is very important in a community brand, due to a main factor in the brand community is the establishment of communication. The relation of communication is not necessarily to be active, but at least its existence can be determined. This means that communication can occur through social media. This study aims to analyze communication on brand community of Sophie Paris in social media Facebook and know the components of brand community that appear in the communication on brand community of Sophie Paris in social media Facebook.

The method used in this study is a qualitative method by using Critical Discourse Analysis approach in structural-functional paradigm. The data source from this study in the form of posts (Sophie Paris) and the texts of conversations (between the members and the Sophie Paris Sophie Paris as a gatekeeper) contained in the social media Facebook, especially that contains about matters related to the components of brand community, those are Consciousness of Kind that has elements of legitimacy and optional brand loyalty, Rituals and Tradition, in which there celebrating the history of the brand (celebrating the history of the brand), and sharing brand stories (share brand), then the last component is Moral Responsibility to the brand community of Sophie Paris starting from 1 to 28 March 2015.

The results of the study indicates that the communication occurred on brand community of Sophie Paris in the social media Facebook is mass communication, with the findings followed; there are models of mass communication, the acceptance model, there are characteristics of mass communication, the anonymity of the audience as well as the use of modern equipment by the communicator (web) and the discrepancy between the terms involved in the theory that communication in mass communication is one direction, whereas in some data has found two direction communication. The components of brand community that emerged in this study is the Consciousness of Kind (collective consciousness) with the indicator of legitimacy and Ritual and Tradition (ritual and tradition), those are sharing brand stories, which share the experience of using the product is important to create and maintain the community. Anonymity of audience in mass communication can be included into two components of brand community that emerged in this study, those are Consciousness of Kind and Ritual and Tradition caused when sharing a story or experience by using members of mere kantar nor between Sophie Paris and the members who do not know each other.

Keywords : Communication, Brand Community, Sophie Paris, Facebook