

INTISARI

Tingginya minat masyarakat Indonesia terhadap rasa sosial dan kebutuhan akan komunikasi menyebabkan tingginya minat masyarakat Indonesia terhadap situs-situs jejaring sosial. Emotional E-Branding merupakan satu cara banyak cara untuk menempatkan diri lebih dekat dengan pengguna. Berdasarkan sigi awal, diketahui adanya *emotional e-branding* yang dirasakan pengguna Facebook di Surabaya sehingga perlu diadakan penelitian lebih lanjut mengenai *Emotional E-Branding* Facebook berdasarkan persepsi pengguna di Surabaya.

Penelitian ini merupakan penelitian deskriptif yang bertujuan untuk menggambarkan persepsi masyarakat Surabaya terhadap *Emotional E-Branding* Facebook. Data yang digunakan adalah data primer yang diperoleh dari penyebaran kuesioner. Adapun respondennya adalah 100 pengguna Facebook di Surabaya yang dalam mengakses account Facebooknya minimal tiga kali dalam sehari dan berpendidikan terakhir minimal SMU. Untuk menggambarkan persepsi pengguna Facebook Surabaya digunakan rata-rata hitung (*mean*), standar deviasi (SD), koefisien variansi (KV), tabel serta diagram batang.

Berdasarkan hasil analisis data, diperoleh kesimpulan bahwa pengguna Facebook di Surabaya mempersepsikan *Emotional E-Branding* Facebook dengan baik. Hal ini ditunjukkan dengan adanya respon positif pengguna atas elemen-elemen *emotional e-branding* yaitu *customization*, *communication* dan *culture*. Dari ketiga elemen *emotional e-branding* yang dipersepsikan paling baik adalah *communication*, diikuti *customization* dan *culture*.

Kata Kunci : *emotional e-branding, customization, communication, culture*

ABSTRACT

Indonesian public that are interested to socialize caused high level of social networking interest. Emotional E-Branding were one of some way to get closer with users. Based early research, has known there is Emotional E-branding that felt by user in Surabaya, so there's important to do canvass how emotional e-branding really felt by user in Surabaya.

This research is a descriptive research head for describe of Facebook's Emotional E-Branding by Surabaya's customer perception. Data that used for this research is primary data which gained by dispersion of questioners. The respondent is by 100 respondent whose are Facebook's user that access Facebook at least three times a day and has minimum educational level at High School. To described Facebook's Emotional E-Branding, researcher had used : mean, Standard Deviation (SD), Coefficient Variation (KV), Table and Bar Diagram.

Based on data analysis result, researcher got conclusion that Facebook have good emotional e-branding strategy. This fact has indicated by positive respond from cutomer for emotional e-branding expressions of three elements : customization, communication and culture. From those three elements, the element which got the best perception from customer is Communication, followed by Customization and Culture.

Keywords : emotional e-branding, customization, communication, culture