

**SOCIAL MEDIA AS A MEDIUM OF CUSTOMER ENGAGEMENT
CASE STUDY FACEBOOK FORUM JUAL-BELI DI SULAWESI UTARA)**

**SOSIAL MEDIA SEBAGAI SEBUAH MEDIA DALAM KETERLIBATAN PELANGGAN
(STUDI KASUS: FACEBOOK FORUM JUAL-BELI DI SULAWESI UTARA)**

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Abstract: Social Media is rapidly emerging as the next big frontier for customer engagement and interactions. A lot of social media users in Indonesian, businesses, and brands worldwide are strategizing marketing plans on their social channels in order to advertise and sell their products. Various kinds of business opportunities, business information, marketing strategies of a product can be found in every facebook update its users. Creativity content on facebook can be a medium of customer engagement. the purpose of this research are to analyze social media marketing creativity strategies as medium of consumer engagement, To identify a medium of customer engagement in social media creativity strategie. This study uses purposive and snowball sampling. This research highlighted the ability of social media to enable more frequent, faster, and richer interactions among groups of people. The results of this research from 10 informants from members of forum buying and seling. The findings of this study revealed that five factors have a significant impact on customer engagement: Trust in information, concern for privacy, perception of reliability, security in social media and use of social media. The more the customers viewed an organization to be trustworthy and secure, the better they would interact. For the customer or buyers, it is not a problem to do transaction, but make sure product you want to buy it is .

Keywords: *social media marketing, marketing creativity strategy, customer engagement.*

Abstrak: Media Sosial dengan cepat muncul sebagai perbatasan besar berikutnya untuk keterlibatan dan interaksi pelanggan. Banyak pengguna media sosial di Indonesia, bisnis, dan merek di seluruh dunia menyusun strategi rencana pemasaran di saluran sosial mereka untuk mengiklankan dan menjual produk mereka. Berbagai macam peluang bisnis, informasi bisnis, strategi pemasaran produk dapat ditemukan di setiap facebook memperbarui penggunaanya. Konten kreativitas di facebook bisa menjadi media keterlibatan pelanggan. Tujuan dari penelitian ini adalah untuk menganalisis strategi kreativitas pemasaran media sosial sebagai media keterlibatan konsumen, Untuk mengidentifikasi media keterlibatan pelanggan dalam strategi kreativitas media sosial. Penelitian ini menggunakan purposive dan snowball sampling. Penelitian ini menyoroti kemampuan media sosial untuk memungkinkan interaksi yang lebih sering, lebih cepat, dan lebih kaya di antara kelompok-kelompok orang. Hasil penelitian ini dari 10 informan dari anggota forum jual-beli. Temuan penelitian ini mengungkapkan bahwa lima factor itu memiliki dampak yang signifikan terhadap keterlibatan pelanggan: Kepercayaan pada informasi, kepedulian terhadap privasi, persepsi keandalan, keamanan di media sosial dan penggunaan media sosial. Semakin banyak pelanggan memandang organisasi yang aman dan dapat dipercaya, semakin baik mereka berinteraksi. Untuk pelanggan, tidak masalah melakukan transaksi, tapi pastikan dulu barang yang anda beli.

Kata Kunci: *pemasaran media sosial, strategi kreatif pemasaran, keterlibatan pelanggan.*

INTRODUCTION

Research Background

Social media now has an important role in marketing strategy for small and large businesses. Many "small to medium-sized businesses" have found a way for social media to contribute to success and development in all aspect. The use of social media as a tool of buying and selling for small and medium businesses, it can facilitate sellers and consumers to interact directly. If the seller wants to make special relationship with the customers, they have to keep customers continuously engaged. The growth of internet usage in Indonesia is growing from year to year. According to the survey of Association of Internet Service Providers Indonesia (APJII) techno in 2016 penetration of internet usage in Indonesia reached 132.7 million people. In 2017, the use of the Internet increased to 143.26 million people from the total population of Indonesia 262 million people. Devices used to access the internet at most using a smartphone / tablet, because the device is easier to use. Moreover, in accordance with APJII's survey also shows along 89.35% of internet services accessed are chat feature, the feature can make it easier to send information to other users connected via Internet connection. The use of internet in the field of economy is to find prices, jobs, buyer information, online shopping, banking transactions, and selling online. A lot of internet users in Indonesian, businesses and brands worldwide are strategizing marketing plans on their social channels in order to advertise and sell their products. One of the most efficient and effective promotional media that can be utilized by companies today is social media via the internet. Social Media is rapidly emerging as the next big frontier for customer engagement and interactions. There are millions of customer interactions take place everyday on Social Media sites such as Facebook. Social media is more important for various types of organization and business and in the near future it will probably be an indispensable building block in the management strategy process. Social media now has an important role in marketing strategy for small and large businesses. Many "small to medium-sized businesses" have found a way for social media to contribute to success and development in all aspect. By using social media as a tool of buying and selling for small and medium businesses, it can facilitate sellers and consumers to interact directly. If the seller wants to make special relationship with the customers, they have to keep customers continuously engaged. Customer engagement on social media means that the consumers are active and want to participate in a channel. Engaged customers takes both time and energy to communicate with companies in social media. In the context of doing business activities on Facebook for instance, society in North Sulawesi have an alternative idea, that is a group or forum Buying and selling online, there are comes from several people who create a group or forum on social media (Facebook). Buying and Selling Online is an activity where sellers and buyers do not have to meet to negotiate, transactions and communications used by sellers and buyers can be through communication tools. there are *Facebook forum jual-beli* which is "*Jual-Beli di Manado dan sekitarnya*", "*Berita Bitung*", "*Jual Beli Barang diKota Bitung*", those are the groups' name that already exist in Facebook. These groups are very profitable for sellers, because the seller do not have to create a store to promote their products, but they only need to sell their products in some of these groups.

Research Objective

1. To analyze social media marketing creativity strategies as medium of consumer engagement
2. To identify a medium of customer engagement in social media creativity strategies

THEORETICAL REVIEW

Customer engagement

Customer engagement may act as a psychological process that models the underlying mechanisms by which customer loyalty toward a service brand is formed in new customers, as well as the mechanisms by which that loyalty may be maintained for repeat purchase customers of a service brand (Bowden, 2009). CE is a psychological state that occurs by virtue of interactive, cocreative customer engagement with a focal agent or object in focal service relationships. CE levels : exists as dynamic, iterative process within service relationships that cocreate value (Brodie, *et.al* , 2013). Dick and Basu (1994) defined customer engagement as behaviors outside the core transaction and also has the benefit of clearly distinguishing the concept from behavioral loyalty and other transaction-focused behaviors frequently studied in marketing. Customer engagement is important because the evolution of the internet and in particular the emergence of social media with its enhanced ability to facilitate interaction between buyers and sellers has captured the interest of managers seeking to better understand and serve their buyers using these technologies and tools. But what exactly is customer engagement seems to be in doubt with considerable variation in interpretations of the concept and

several different definitions of customer engagement proposed by practitioners. As a consequence, customer engagement often gets equated with the measures that managers and consultants choose to use.

Customer engagement Factors

Vividness, interactivity, description of a product, entertainment, content novelty as a factor influencing customer engagement, vividness is the extent to which a brand post stimulates various senses by Steuer in Abeysekara and Farook (2016). Interactivity is widely regarded as an essential factor in determining a variety of affective and behavioural outcomes such as satisfaction, attitude, decision making and involvement (Coyle and Thorson in Abeysekara and Farook 2016). Description of a product is a brand post contains information such as the dates of new releases and product descriptions (Vries, Gensler, and Leeflang in Abeysekara and Farook 2016). Entertainment is the most crucial factor affecting the behaviour of social networking site users (Lin and Lou in Abeysekara and Farook 2016). Content novelty people are naturally drawn to unique and unusual information because such information sparks interest and is intrinsically rewarding (Yim in Abeysekara and Farook)

Customer Engagement and the Marketing, Market Orientation, and Relationship Marketing Concepts

The marketing concept focuses on customer needs and starts with customers to determine the activities that a seller must perform in order to meet their needs (Borch in Sashi 2012). Market orientation as in the case of the marketing concept is on customers. But it broadens the domain to include other market forces like competition (Hadcroft and Jarratt in Sashi 2012). Relationship marketing and customer engagement as the desire for relationships with customers is implicit in both the marketing concept with its emphasis on meeting customer needs and the market orientation concept with its emphasis on meeting customer needs by providing superior value relative to competitors. Relationship marketing, however, broadened the domain to focus explicitly on the exchange relationship, enhancing our understanding of relationships between sellers and customers (Gronroos in Sashi 2012). Relationship marketing, characterized by reciprocal, interdependent, committed, and long-term relationships between sellers and buyers, has dominated much of the managerial and academic discussions (Sin, *et. al.*, in Sashi 2012).

Social Media

According to Kaplan and Haenlein (2010) Social Media, a formal definition of the term first requires drawing a line to two related concepts that are frequently named in conjunction with it: Web 2.0 and User Generated Content. Web 2.0 is a term that was first used in 2004 to describe a new way in which software developers and end-users started to 60 A.M. Utilize the World Wide Web; that is, as a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion. Social media are regarded as new marketing tools for promoting a brand's products or services, constituting an emerging communication channel through which to shape the relationship between a brand and its customers (Hsu, 2012).

Social Media and Facebook

Facebook initially began as a series of forums through which young people connected, and rapidly evolved into important platforms for social and commercial exchange. When a registered Facebook user visits a page, that user can become a fan by clicking on the button like'. This permits the owner of a page to post informational content that will appear in the news for their fans, who will react by liking it, commenting on it and sharing it. In this way Facebook gives brands a voice and establishes an active conversation with Facebook users. Patterson in Abeysekara and Farook (2016) said essentially on Facebook, users can participate in the following types of activities. Status updates. Facebook messages, Facebook wall posts, Facebook pokes Smith (2012) reviewed studies on Facebook and concluded that they have focused on the site's functionality and norms and how and why people use it, as well as identity management and self-presentation on the site. However, it remains to be seen whether the investments in Facebook are well spent. While much is written on pages that garner a lot of likes 'and fans, the extant literature is mostly silent regarding Facebook effectiveness to reach customer engagement.

Facebook benefits

Engagement can be measured using Facebook data analysis application - Insights. Facebook insight provides rich data on several aspects of posts. Overview records how many people engaged and interacted with

posts and how it is progressing; Likes let you know who liked your page, from where and through whom. Facebook is a tool that can reach different groups of people internationally.

Previous Research

Sashi (2012) this study is about customer engagement, buyer-seller relationships, and social media. This research attempts to enhance understanding of customer engagement by examining practitioner views of customer engagement, linking it to the marketing concept, market orientation, and relationship marketing, modeling the customer engagement cycle, and developing a customer engagement matrix. This study develops a model of the customer engagement cycle with connection, interaction, satisfaction, retention, loyalty, advocacy, and engagement as stages in the cycle. It arrays customers in a customer engagement matrix according to the degree of relational exchange and emotional bonds that characterize their relationship with sellers. Four types of relationships emerge: transactional customers, delighted customers, loyal customers, and fans.

Veneran (2017) Technological innovation has grown at an unprecedented rate over the past couple of decades, creating multiple opportunities for marketing in online settings. The proliferation of social media helps customers become more empowered and engaged in their brand interactions, while also providing them with new tools in their search, evaluation, choice and purchases of marketing offerings. Consequently, these developments are influencing marketing practices, both strategically, and tactically. Nowadays, social media has developed in an essential part of marketing strategy for its ability to generate co-created value, to interactively connect brands to consumers, to monitor brand-related discussions and sentiments, to guide consumers in the decision-making process, to instigate customer-to-customer interactions, and transform consumers into brand advocates. The purpose of this paper is to examine the strategic opportunities of social media marketing for organizations. By providing a comprehensive conceptualization and definition of social media marketing, this research outlines its role in advertising, Customer Relationship Management, and e- Word-of-Mouth.

Punia, Tomar, and Pandey (2016) Social media is the fastest growing area of interest among marketing academicians; however the focus is largely on uses, usage, tools and tactics than understanding where social media might fit in an integrated marketing communication mix with respect to customer engagement. This study aims at highlighting the functional perspectives of social media which contribute towards active customer engagement that benefit the companies in multiple ways. With the help of extensive literature review the study has given justifiable reasons to companies for adopting social media as one of supportive mediums along with traditional media to enrich customer engagement. The findings are of interest to marketers like to explore opportunities unfolded by social media with its functional benefit.

Conceptual Framework

Based on literature review and above consideration, the conceptual framework of this research was formulated:

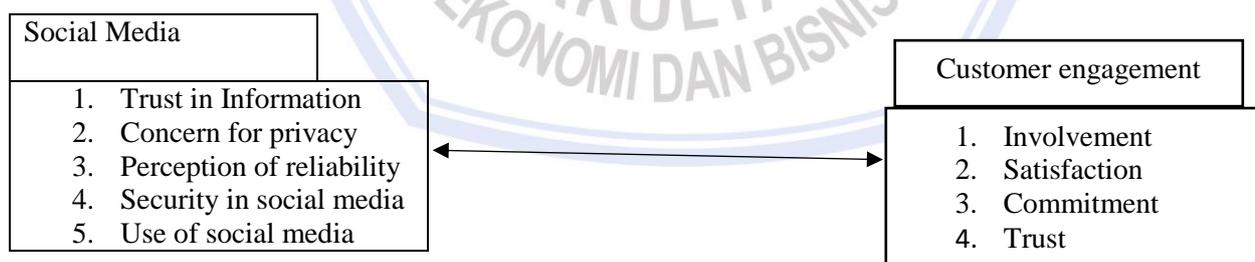


Figure 1. Conceptual Framework

The figure above, show the relation between social media and customer engagement.

RESEARCH METHOD

Research Approach

This research is use qualititative method. This research used qualitative research methodology to explore how social media marketing creativity as a medium of customer engagement with case study about

Forum Jual Beli in North Sulawesi. According to Creswell (2009), qualitative research is exploring and understanding the meaning individuals or groups describe to a social or human problem.

Population, Sample, and Sampling Technique

Mark (1996) in Sugiyono population is the collection of all individuals, families, groups, or organizations, communities and events that will participate in the study. population can be defined as the target of the research, respondents or participants that help the researcher by giving information that are related with the research topic. In this research population is all of *Facebook forum jual-beli di Sulawesi Utara* members. Sarantakos (2000) in sugiyono defined Sampling is also utilized in qualitative research and is less strictly applied than in the case of quantitative research. To gain informant, researcher focus on member of *Facebook Forum Jual-Beli* in North Sulawesi who always buy or sell something in group and also the oldest member was in the group. Kumar (2011) Snowball sampling is the process of selecting a sample using networks. number of respondent required : 10 people, this research is using snowball sampling technique which the sampling size are known based on the respondents answer, and will stop after not gaining a new answer from the respondents.

Data Collection Method

In this research, the source of data is primary data. Primary data has been obtained by spreading question and interview to the respondents.

Operational Definition and Research Variables

Operational definition is a certain explanation about some issues that measured by certain terms, in this research by Buy and Sell forum in North Sulawesi area itself. It is used to make a clear explanation about the social media marketing creativity strategies as medium of customer engagement in North Sulawesi area.

Social media

social media as a group of Internet-based applications that are available on the ideological and technological foundations of Web 2.0, and sharing the creation and exchange of user-generated content. social media depend on mobile site to create many opportunities for anyone to create personal content, share ideas, that take different forms from others social networking website (Kaplan and Haenlein 2010).

Customer engagement

Customer engagement defined by Guo (2016) means that the customer is interacting and participating with the brand and becomes a creators by interacting in the content that a brand is posting on social media. Especially, in this study to examines the differences in the engagement of new, as opposed to existing, and customers. Consumer engagement itself as a psychological state of mind, means that the customer is interacting and participating with the brand and becomes a creators by interacting in the content that a brand is posting on social media.

Instrument Testing

The instrument testing are the tools that the researchers prepare for measurement while conducting the research. In an interview the instrument can be interview schedules, performance checklist, observation forms, attitude scales, and so on. The instrument of the choice in naturalistic inquiry is the human. See that other forms of instrumentation may be used in later phases of the inquiry, but the human is the initial and continuing mainstay. But if the human instrument has been used extensively in earlier stages of inquiry, so that an instrument can be constructed that is grounded in the data that the human instrument has product (Lincoln and Guba in Sugiyono, 2007).

Data Analysis Method, Validity and Reliability

According to Miles and Huberman in Sugiyono (2012) In qualitative method there are generally steps data analysis method, data collection, data reduction, data display, drawing and verifying conclusion. Based on Sekaran and Bougie (2013), the validity in qualitative research was defined as the extent to which an instrument measures what it purports to measure. Reliability is the consistency of these inferences over time, location, and circumstances. Based on Sekaran and Bougie (2013), the reliability in qualitative data analysis includes category and interjudge reliability.

RESULT AND DISCUSSION**Results**

This result uses qualitative research, result contains explanation in detail about the information that have been gained from the informants in *facebook forum jual-beli* through in-depth interview.

Informant 1

Informant 1 is a member of *Jual-beli di Manado dan sekitarnya*, she joined in this forum in July 2018. According to her the process of buying and selling is good and practical, because it can be seen by many people. Price and quality are the main determinants of her in making a purchase. After once do transaction, now she always looking for some food in that forum for her lunch and still pay attention to the price and quality of the food. She feel satisfied with the purchases she made, she think the process transaction of that forum can help her daily life.

Informant 2

The second informant is a member of forum buy and sell since May, 2015 .Mostly in his phone, he have social media applications which is Facebook. The forum buy and sell that he access and do transaction is *Berita Bitung*. The process of buying and selling quite helpful in his work life because when he feels hungry he doesn't need to go out of office to buy a food, but he just needs to looking for food in *Berita Bitung* and order it right away. Of course, what determines him in buying food is the price and good response from the seller.

Informant 3

Informant 3 is a beginner member of *Berita Bitung*, but after she joined in the forum, she start to do transaction when she wanted to buy some T-shirt, she made purchases frequently every month. She is excited and happy after his first purchase experience. She said the transaction process is fast, and the strategy creativity is good picture quality and low prices.

Informant 4

Informant 4 accessed *Berita Bitung* via Facebook because all products can be offered and can be reached. Besides that, informant consideration is using the forum because it does not take too much cost and time. He is more often buying products rather than sell products. He uses *Berita Bitung* on Facebook without anyone recommending it, uses it for their own observations that selling - buying forums like *Berita Bitung* on Facebook are easier. He hopes the seller offers products through Facebook make it easier for consumers or buyers to make transactions.

Informant 5

Informant 5 accessed the buying and selling forum used is "*Jual-beli barang di Kota Bitung*" she has often traded Forum selling - buying on Facebook. What she felt when using this Facebook buying and selling forum was easy and because she had a Facebook account she used it to transact in Selling. She used that on the recommendation of her friend and observations she did herself through testimonials from forum users buying and selling through Facebook. She hopes for other sellers and buyers is to put more emphasis on honesty.

Informant 6

Informant 6 accesses "*Jual-beli diManado dan sekitarnya*", like the example of the product offered through Facebook buying and selling forum is food products, jackets, handphone. therefore she has often accessed Facebook "*Jual-beli diManado dan sekitarnya*" many times. She uses Facebook buying and selling forums on her own wishes. Hope and the advice for Facebook users on the buying and selling forum are that there must be internal security transact because of the rampant fraud happened in Indeed thing this is the risk of shopping online because the seller and the buyer do not meet directly. For buyers, they are expected to be smarter in choosing the product to be purchased, like what this is a fake or original product.

Informant 7

Informant 7 user and always buys watch products on "*Jual beli barang di Kota Bitung*" on Facebook. According to the informant, the presence of a trading forum on Facebook is very helpful for life style. She is always looking for watch products when she wants to add a collection of watches. The main determinants are the quality of goods, and then affordable prices. Sellers also often give discounts and free shipping cost to buyers, that makes her feel happy and always buy some clothes on Facebook buying and selling forums. She use

"*Jual beli barang diKota Bitung*" based on her own initiative and observation of Buying and selling forums on Facebook social media. Hope and advice from Rinny is for administrator of the forum "Bitung City buying and selling goods" Facebook to improve security in selecting and take out account Facebook user in "*Jual beli barang diKota Bitung*" who have committed fraud, so that between sellers and buyers is more feel safe and comfortable to do a transactions.

Informant 8 : Putri Watuna

Putri joined "*Berita Bitung*" since a year ago so it's been frequent shopping at "*Berita Bitung ..*", for her Facebook buying and selling forum is very helpful for buyers in finding information, what is meant is information about a product offered by a seller to a buyer through promotion can be directly processed and accessed and the buyer in need can directly contact seller. Sellers also often give cheap prices to buyers who buy a lot, that's why Putri feels comfortable and always buys food at "*Berita Bitung*". use Facebook buying and selling forums based on friends' recommendations. Putri expectations and suggestions for Other "*Berita Bitung*" users are for sellers for more provide complete information on the product offered and do not to cancel unilateral transaction agreement, and for buyers to be smarter in researching and selecting product, because the product offered through Facebook is mostly used products so that they don't regret it in the future.

Informant 9 : Rahelia Lahengking

Rahelia knows this Facebook Buying and Selling Forum is based on trust between buyers and sellers. Rahelia often accesses "*Jual beli diManado dan sekitarnya*" this Forum on Facebook very profitable for business people to expanding business and its weaknesses are indeed the main capital is trust between consumers and seller so transactions can occur. Factors that influence her in shopping are also because of the many testimonials from other buyers. She feels facebook forum buy and sell is important, because if the items we are looking for are not in stores, malls, stalls or physical outlets, FJB can be a very useful place

Informant 10 : Dessy Febiola Kaunang

Informant 10 as a member in "*Berita Bitung*", since in 2017. She always using social media facebook in order to know what is being sold in Berita Bitung. she always buys clothes on FJB because she thinks buying goods on *Facebook forum jual-beli* is cheaper and affordable than in a shop that has been taxed. She realize that use of social media applications can increasing customer to communicate with sellers in *facebook forum jual-beli*, besides getting the opportunity to receive product information or promotions in a cheap way. Of course, the buyer does not need to leave the house and incur transportation costs for go to the clothing store, so the costs incurred are only in the form of product costs and shipping cost. According to dessy, the security in transactions must also be increased so that it cannot be hacked

Discussion

Several factors are influencing the customer engagement towards social . These include trust in information, concern for privacy, perception on the reliability, security in social media, and use of social media. The first factor is trust. Trust necessitates dependability or trustworthiness that exists between a marketer and his or her follower and between followers. Because of its importance in all social interactions, trust is indispensable in the context of social media as it is the foundation of all human social interactions. Therefore, without trust, consumers will not transaction on social media platforms (Rahman, and Hailes, 2000). Privacy is the state of feeling that one is without unauthorized intrusion. Privacy concerns are thus the feelings of fear that social media consumers may have regarding certain online activities and transactions they would like to participate in. A perception or feeling that the medium is intruding into their privacy perhaps via the information they have to share online plays a great role on whether they should go ahead and consume social media products or services (Banerjee and Banerjee, 2012). The third is perception on the reliability. The reliability of most social media has boosted users trust and believe hence positive attitude towards social media. Social media use refers to the frequent use of social media and how often social media applications are used. Thus, in order to measure the effect of social media use on users' attitudes towards social media marketing. The other factor is security, which is the safeguarding against crime, loss or danger that might result from social media interactions in the context of marketing. When social media consumers have perceptions that there are no potential risks on social media platforms because the merchant they want to transaction with will not compromise their privacy concerns and security, their risk perceptions reduce giving room for possible transactions online (Mohammadian, and

Mohammadreza 2012). Informant 1,5,8 and 9 trust in information are influenced by their social interaction. In this research, trust refers to users trust in information on social media websites. Trust has been described broadly over the past decades in different fields of study. It is the base for every human interaction, and it is important in marketing transactions (Rahman and Hailes, 2000). The informant already asked to indicate to what extent they trust the information, advertisement, and promotion they see on *facebook forum jual-beli*. Informant 6,7 with privacy concern, the concentration is on the concerns that people have about who have access to their private information and how it will be used. In order to measure the concern for privacy. Third is use of social media. In this research, social media use refers to the frequent use of social media and how often social media applications are used. Basically, informant 4, 5, and 8 because they always access *facebook forum jual-beli* based on daily life. The last is perception of reliability. The perception on the reliability of *facebook forum jual-beli* evaluated by presenting three items as follows Informant 4, 5, and 7 "They get information about certain product/services through social media facebook,"

CONCLUSION AND RECOMMENDATION

Conclusion

Based from the interview result and discussion in chapter before, can be concluded that social media provides a great opportunity for the marketers to increase the market share and to communicate with their customers and at the same time. This research highlighted the ability of social media to enable more frequent, faster, and richer interactions among groups of people. The findings of the study revealed that five factors have a significant impact on customer engagement: Trust in information, concern for privacy, perception of reliability, security in social media and use of social media. The more the customers viewed an organization to be trustworthy and secure, the better they would interact. The social media selected for analysis of the research was Facebook due to the fact that it is the most popular and highly used media by both consumers and marketers alike. This has been a proven fact in previous literature. As examined by previous practitioners and researchers, the concepts of content and media type of posts were examined.

Recommendation

This research are conducted in order to know the creativity strategy in social media marketing to be a medium of customer engagement, and to help guide or giving review for the sellers or company that planned to apply creativity strategy in social media marketing to run their business, also for giving the in-application purchases value and its indicator of in-application purchases and consumer purchase behavior. As the results are gained, these are some recommendations for the sellers or company, customer or member in Facebook forum buy and sell, and for the future researcher that would like to make a similar research.

1. For the customer or buyers, it is not a problem to do transaction, but make sure product you want to buy it is .
2. For the government, it is good to introduce more about in-application purchases to the citizens, in order to educate them more about social media marketing,
3. For the universities, similar with the point before, it is good to educate the student and give them more knowledge about creativity strategy in social media marketing which is as a medium of customer engagement. Student can learn how to use social media for try to maintenance a business in the future.
4. For the future researcher that would like to make a similar research with this research, the research recommend to do in more wider population, and more various application, in order to get more sample and to gain more various result and issues about social media marketing creativity strategies as medium of customer engagement.

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