

CHAPTER I

INTRODUCTION

A. Background

In this global era, every company strives to continuously improve satisfaction for its customers, of course, to win the competition and provide satisfying services to customers. A company is important to maintain its existence in order to become a sustainable business institution and have the ability to generate long-term profits (Budiasni, 2020). This can be realized if the company is useful and supported by a good communication strategy. This support will be realized if the company can minimize or even provide a positive image among customers. One way that can be done is to carry out a social media strategy and use the right communication media.

According to Craig & Grant (1996), strategy is the determination of goals and long-term goals (targeting and long-term goals) of a company and the direction of action and allocation of resources needed to achieve the goals and objectives. Establishing communication and providing good value /image through social media to customers can increase customer trust in the company and, in this way, can benefit the company. In this case, public relations plays a role in conducting reciprocal communication (two-way-communication), namely with customers (audience) which is used as a goal to create a positive image for an institution /company and by using social media strategies and appropriate communication media.

Every company, both large and small companies, must have a strong communication strategy in a competition between companies. It cannot be denied that in this sophisticated era, there are many media to communicate through social media companies, through social media such as Facebook, Instagram, Twitter, and other social media. Not only that, through

social media companies can also build good communication with customers and pair advertisements for the products they want to promote.

According to Jung & Jeong (2020), there are several ways social media as a communication strategy can benefit companies: (1) Social media allows companies to communicate directly with customers and stakeholders, and (2) Social media can increase business financing for companies due to lower costs, and many other benefits that can increase the company's competitive advantage (Tarihoran et al., 2021).

PT Astra Honda Motor is an industry pioneer company engaged in producing motorcycles in Indonesia. Motorcycles in Indonesia continue to grow and become one of the mainstay modes of transportation in Indonesia. PT Astra Honda Motor also provides mobility solutions for the community with the best products and services. PT Astra Honda Motor consistently innovates its products and technology, continues to improve services in Honda's sales and after-sales network, and intensely engages and communicates with the public through various platforms.

For years, PT Astra Honda Motor has been a market leader that has never been displaced from its position at the top as the motorcycle manufacturer that sells the most products, but in recent years the position of PT Astra Honda Motor has been shifted by Yamaha, which has been increasingly aggressively advertising and releasing several motorcycle brands that are in great demand by the public. Seeing that its position has begun to be overtaken by Yamaha, PT Astra Honda Motor began to make significant improvements. The improvement itself can be seen by the increasingly aggressive PT Astra Honda Motor in establishing communication with customers, creating interesting content, and advertising through social media today.

Learning the success of its competitor Yamaha, which can target young people, PT Astra Honda Motor is currently also doing the same thing by targeting more young people both in terms of social media content, advertising, and the appearance of motorbikes produced.

In previous studies with similar themes with research results that can be used as a reference, including according to (Fahimah & Ningsih, 2022) and (Benny et al., 2023) stated that social media is a medium in the digital era, which can build engagement with customers through content marketing. Content marketing has an influence on the formation of customer engagement for a company /brand.

In an effort to establish communication with customers, PT Astra Honda Motor has social media assets including Facebook, Twitter, and Instagram. However, the focus in this study is on social media Instagram, and TikTok in 2022. In 2022, social media that is widely used by companies and brands in communicating with customers, advertising products, and communicating messages is Instagram and TikTok.

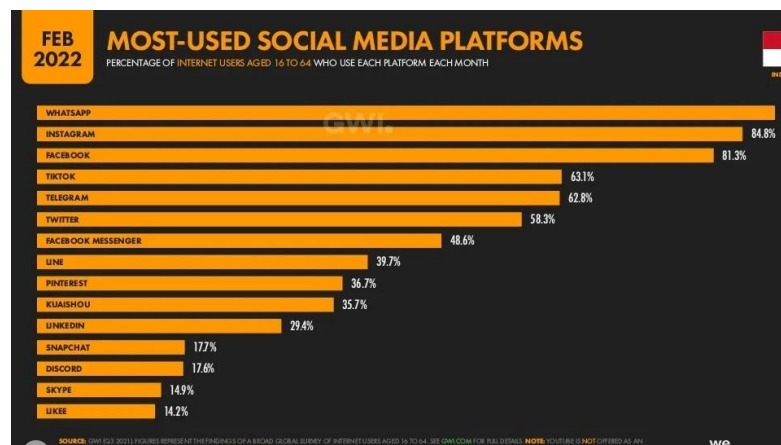


Figure 1. 1 Data on Internet Users in Indonesia

(Source: wearesocial.sg 2022)

It can be seen from the data in Figure 1.1 that in 2022 Instagram and TikTok social media became the top 5 frequently used with a percentage of 84.8% Instagram and 63.1% TikTok. The year 2022 also makes social media users increase, because in this digital era, especially in 2022, where in this year the covid 19 era has begun to subside and many companies and brands have started using social media as a medium to communicate with their customers.

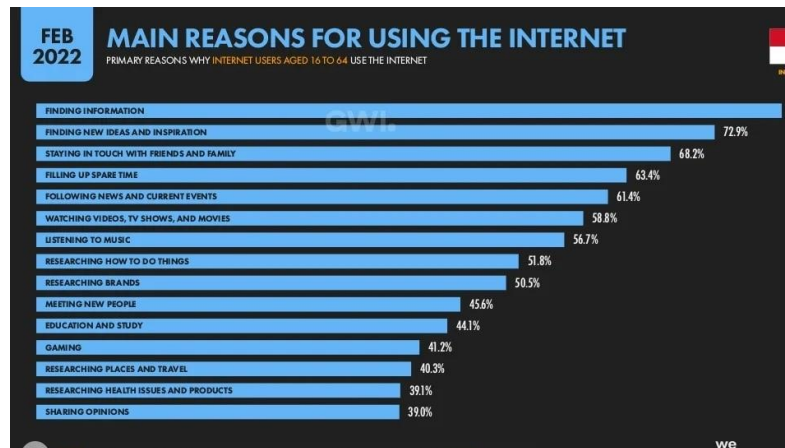


Figure 1. 2 Reasons for Internet Users in Indonesia

(Source: wearesocial.sg 2022)

In Figure 1.2, it can be seen that one of the main reasons users play social media is to get information and to search and research companies and brands. Because of this, PT Astra Honda Motor uses social media as a medium for interacting with customers and strives to build engagement through social media.

In the digital era, one of the promotional tools that can be utilized by companies is social media. Social media is used as a promotional media from companies because 1) practical, social media can be accessed easily via cellphones, this can make it easier for companies to promote their products through social media, 2) large number of users, social media such as Instagram, YouTube, Facebook and Twitter have many users in Indonesia, with a high number of users and popularity, social media can become a gathering place for the company's target market (Jefferly Helianthusonfri, 2019)

However, so far there are various challenges that are still found on PT Astra Honda Motor's social media. These include the absence of intense conversations between brands and customers that encourage the existence of customer engagement. Meanwhile, customer engagement actually plays an important role in the effectiveness of message delivery between brands and customers.

Therefore, on the social media of PT Astra Honda Motor, a strategy based on social media marketing (SMM) is applied. The concept of SMM focuses on social media, underlying the strategy on the unique characteristics of each social media. This is supported by the type of content that is able to connect brands with customers. The proposed strategy includes a content strategy that includes content pillar planning, improving the performance of each social media platform, and digital activation. The content-based strategy that will be implemented on PT Astra Honda Motor's social media is based on relevant research related to customers as an interactive and effective communication effort between the brand and customers.

PT Astra Honda Motor itself has had Instagram social media with the username welovehonda_id since 2015. Also with TikTok social media, PT Astra Honda Motor has had TikTok social media with the username welovehonda since 2020. The reason PT Astra Honda Motor creates and has social media is to keep interacting with customers. With the existence of social media, PT Astra Honda Motor also hopes to continue to socialize with its customers.

Every year PT Astra Honda Motor, in managing social media, does not have a significant difference, it's just that the Instagram and TikTok social media feeds that are displayed every year are getting newer and following what is trending among customers, especially social media users.

PT Astra Honda Motor social media strategy in building engagement with customers with the brand, namely, by creating content that introduces brands, products, and related to PT Astra Honda Motor. In building engagement with customers, the official social media Instagram and TikTok of PT Astra Honda Motor have several contents.

There are several contents in welovehonda_id Instagram social media, namely myths and facts, in this content PT Astra Honda Motor provides facts and myths about things circulating among customers about motorbikes and products from PT Astra Honda Motor.

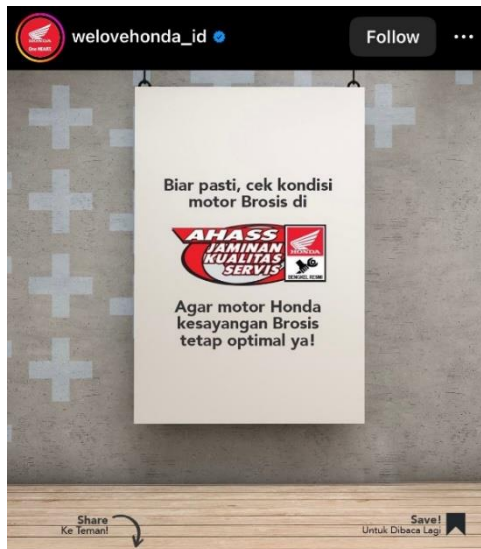


Figure 1. 3 Instagram Myth Fact Content

Source: https://www.instagram.com/p/CY85td-F32q/?img_index=1

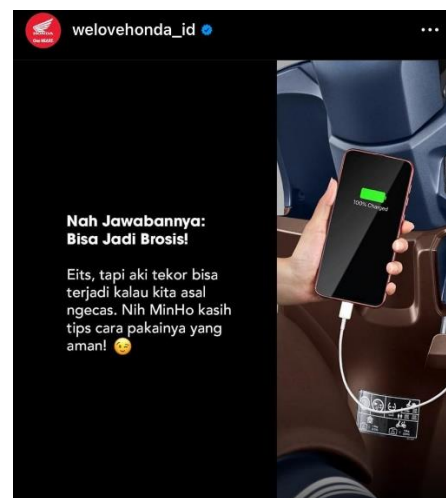
Accessed March 5, 2024, 09.25

Then PT Astra Honda Motor has Instagram social media content, namely, introducing PT Astra Honda Motor products, this content describes the latest products and provides price range information to customers, regarding products that will be launched.



Figure 1. 4 Content of Product by PT Astra Honda Motor

Then the tips and tricks content, the tips and tricks content aims to provide information to customers about tips and tricks when riding a motorcycle. Tips and tricks content through official social media Instagram is presented with an explanation that is easy to understand and explained using writing.



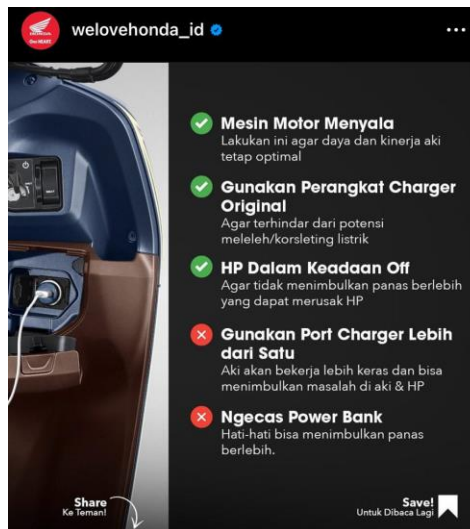


Figure 1. 5 Tips and Trick Content

Source: https://www.instagram.com/p/CcVSBdsLcRf/?img_index=1

Accessed March 5, 2024, 09.25

Not only that, PT Astra Honda Motor Instagram also builds engagement and communicates with the audience through TikTok social media. TikTok social media in recent years has become a social media with a user level that continues to increase significantly. During the first quarter (Q1) of 2018, TikTok established itself as the most downloaded application with 45.8 million downloads. This number managed to beat several other popular apps such as YouTube, WhatsApp, Facebook Messenger, and Instagram. TikTok application users in Indonesia are mostly school-age children and millennials or what we know as Generation Z (Benny et al., 2023). TikTok social media is also used as a source of digital information, promotion, etc.

In the journal (Zis et al., 2021) Based on the theory from Budiati (2018) In this case millennials and Gen Z have a significant difference. Millennials are people born from the ratio of 1980-1999, also known as Generation Y. Millennials have an innate ability to master technology, such as the ability to multitask in the use of digital devices. Millennials also witness the rapid development of technology, but still experience childhood without being overly influenced by the digital era.

Meanwhile, Gen Z is a person who was born in the period 1999-2010. The main characteristic of Gen Z is their high understanding of technology. This is because, since birth, they have been in contact with gadgets. They are referred to as digital natives because, from an early age, they have been exposed to the internet and cell phones (Francis & Hoefel, 2018). Gen Z grew up in a mature technological era, never knowing a world without the internet and social media.

Based on the data above, therefore PT Astra Honda Motor as a company must continue to follow the flow of social media developments in this digital era, by following the development of existing social media PT Astra Honda Motor can build engagement with customers and make PT Astra Honda Motor brands and products more widely known.

There is some content on TikTok welovehonda social media. Tips and tricks content, tips and tricks content, which aims to provide information to customers regarding tips and tricks when riding a motorcycle. Tips and tricks content through TikTok's official social media is presented with an explanation using video. With this tips and tricks content, the PT Astra Honda Motor brand can communicate directly with customers and can build engagement.

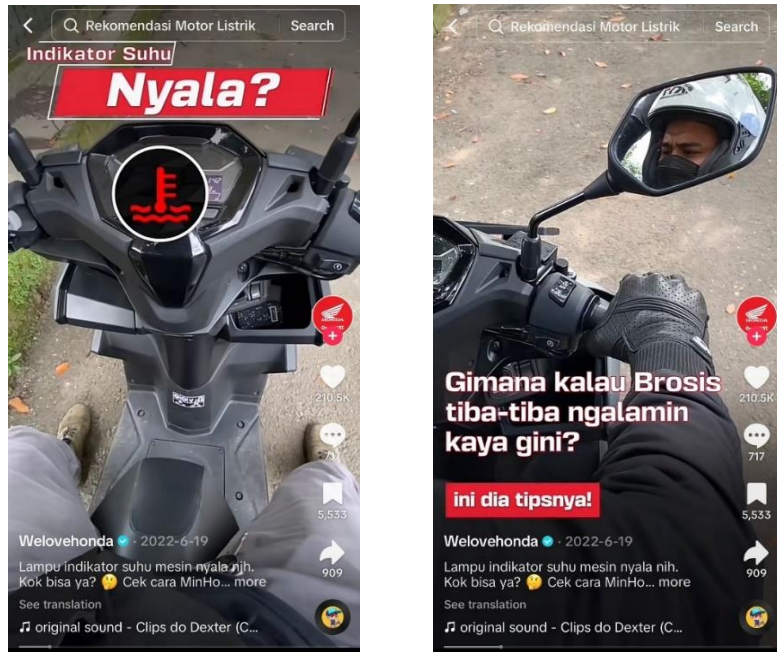


Figure 1. 6 Tips and Trick Content in TikTok

Source: <https://www.TikTok.com/@welovehonda/video/7110900001970113819>

Accessed March 5, 2024, 09.25

Then, the activity ideas content during *ngabuburit*. This content is created specifically only during the month of Ramadhan, on this content, Astra Honda Motor wants to provide ideas for positive activities that can be done by customers during the month of Ramadhan. This content allows PT Astra Honda Motor to reach a wider audience and build engagement. PT Astra Honda Motor, as one of the manufacturing companies in Indonesia, always saves customer suggestions in the comment section on their official TikTok and Instagram social media accounts.



Figure 1. 7 Idea Activities to do in Ngabuburit

Source: <https://www.TikTok.com/@welovehonda/video/7090473874160225562>

Accessed March 5, 2024, 09.25



Figure 1. 8 Comments from Customer

With some of these contents, the brand of PT Astra Honda Motor can build communication and engagement with customers, and indirectly introduce the brand and products of PT Astra Honda Motor in a more creative and unique way.

So, based on the background above, researchers are interested in conducting research on the social media communication strategy on Instagram and TikTok in 2022 at PT Astra Honda Motor in building engagement with customers for the Astra Honda Motor brand. This research will focus on the Instagram and TikTok social media strategies carried out by

PT Astra Honda Motor to build engagement with customers through the official social media of PT Astra Honda Motor.

B. Problem Statement

Based on the background previously described the problem formulations in this study are: "how is the social media communication strategy Instagram and TikTok at PT Astra Honda Motor in building engagement with customers in 2022."

C. Purpose of Research

The objectives to be achieved in this study are "to describe how the Instagram and TikTok social media communication strategy at PT Astra Honda Motor in building engagement with customers in 2022."

D. Benefits of Research

1. Theoretical Benefits

- a. It is hoped that this research can become a reference for communication Science students, especially in the field of social media engagement.
- b. It is hoped that this research can contribute to developments in the field of communication so that it can be used as a reference for further research.

2. Practical Benefits

a. For Researchers

This research is expected to provide insight and knowledge to researchers about social media engagement so that researchers can apply it in the world of work.

b. For PT. Astra Honda Motor

This research is expected to provide insight into building audience engagement through social media content analysis.

E. Theoretical Framework

1. Customer Communication Media in the Digital Age

In the modern era, in reaching the company's target market, companies no longer rely on conventional media such as radio, TV, or magazines as a medium to communicate with customers but companies have switched to relying on digital media as a medium to reach the target market and communicate with customers. Nowadays, people can easily use social media as a source of information and communication. Because of this ease in communicating and obtaining information, their communication behavior has also changed along with the times, they use digital media /social media as access to find information to interact.

In this case, the target market /customers also prefer to be involved and feel more confident if the company interacts with customers indirectly through digital media such as social media. With that, the company's orientation in communication has certainly changed. Not only to get new customers but also to foster long-term relationships with customers (Santoso, 2018).

Basically, the use of technology in the digital era in various fields and easy access to information that is increasingly transparent will be felt and affect customer behaviour. The rapid development of digital technology in the digital media era has slowly changed customer behaviour. Increasingly complex customer needs make customers more active and intelligent in choosing digital products and services according to their wishes. In this case, customers feel that they want communication between the company and the customer itself.

Customers in Indonesia are currently dominated by customers of young ages who have access to the Internet. Young people today are accustomed to using social media such as Instagram, TikTok, WhatsApp, YouTube, etc. as access to interact and

communicate. So with that, this can be used as a gap for companies to be able to communicate with customers through social media, and with the existence of social media as a medium for interacting between companies and customers, of course, companies need to constantly adapt to existing social media by creating social media content that is informative, useful, and entertaining. Therefore, companies must create content that provides added value to customers, such as tutorials, tips, or entertaining creative content. In addition, companies should also take an active role in interacting with customers through social media platforms, such as answering comments on social media, and responding to feedback quickly and kindly.

Customer communication behaviour in the digital era also relies on two-way communication, where two-way communication can be understood as a form of effective communication. Two-way communication also prioritizes the importance of a communication dialogue between companies and customers, with intense conversations between companies and customers that can build engagement and make the image of the company's brand considered good among customers.

2. Social Media in the Digital Era

Social Media is a communication medium that uses the internet. Users can interact, present themselves widely, or support and form an impression of each interaction with others (Fahimah & Ningsih, 2022). Communication through social media can be used by companies to improve and improve their communication strategies with audiences /customers. Social media has an interactive nature, which is able to support two-way communication between companies and customers. The use of social media is also used by companies as a form of building engagement, even increasing the company's brand itself.

Social media opens up two-way communication, allowing companies to better understand the needs and wants of their customers/audience and how to effectively respond to those wants. Through feedback from users or by observing conversations on social media, a company can learn about customer needs, and this will potentially lead to community involvement, as well as building engagement, and the brand of the company.

Social media is used to facilitate interaction and conversation between companies and customers. In this case, the company can make social media a forum for communication with customers by creating innovative, creative content and building indirect conversations in the comments column to be able to build engagement with customers and continue to communicate with the audience. And in this case, social media and content are two things that are always closely related.

Establishing content as a medium to build engagement, requires efforts to convince customers, namely by creating interesting content regularly and covering various actual information in order to build customer engagement. Proper utilization of content as a communication tool can result in very visible customer engagement, and the brand of the company can be better recognized by the customer. In this case, social media focuses on content that can put the customer at the center of communication. Where customers can participate in the comments made either through social media, Instagram, or TikTok.

3. Social media in building engagement with customers on social media Instagram and TikTok

In this study, researchers analyzed social media strategies for building engagement with customers through the Instagram and TikTok platforms. In the previous theoretical framework, researchers have explained customer communication

behavior in the digital era, in this era, customers use social media as a medium of interaction, of course, this can build company engagement with customers. Engagement simply means two-way communication, which according to communication expert Wilbur Schramm (in 1954), is interactional communication. Meanwhile, in this study, researchers focused on customer engagement, which according to (Williems, 2011), customer engagement is a process created by companies to interact with consumers and provide experiences to consumers in order to influence consumer decisions so that transactions occur. In customer engagement, there are seven supporting indicators. According to Dessart L. Veloutsu (2015) (Fahimah & Ningsih, 2022) revealed that there are seven indicators of customer engagement, namely enthusiasm, enjoyment, attention, absorption, sharing, learning, and endorsing.

1. Enthusiasm. That reflects the customer's intrinsic level of excitement and interest in the Company in the online community.
2. Enjoyment. Namely showing the pleasure and happiness customers get from interacting with the company in the online community.
3. Attention. That is the, cognitive availability that is voluntarily dedicated to interacting with companies in online communities.
4. Absorption. Namely showing an inability to disengage when interacting with companies in online communities.
5. Sharing. This often appears on social media and is a way for customers to exchange ideas, experiences, or just interesting content.
6. Learning. This learning refers to seeking help when someone faces a problem or is dissatisfied with a brand. Searches improve their experience,

learn more, or fix problems. In live streaming shopping can be realized by asking questions via comments, posts or direct messages.

7. Endorsing. Namely, the aim of the endorser is to show approval, for example customers who act as viewers can approve ongoing content activities through direct comments, recommendations, or engaging in word of mouth promotions.

Not only that, engagement through social media plays a significant role in stakeholder management. This research aims to describe the company's communication strategy in building engagement through two-way symmetrical communication patterns on Instagram and TikTok social media content and the engagement formed.

According to Strauss & Frost 2011, Customer Engagement has 3 pillars which includes (Setya & Boer, 2024):

1. *Content Engagement*

is a step in how brands can utilize content on their social media with a positive impact, namely that customers feel interested and want to join, interact, follow and share with friends and family. This is very important because content is the first thing that is considered and the first impression by customers.

2. *Media Engagement*

Namely determining what media will be used to post existing content. Because if the social media used does not have a large mass and does not have supporting features, it will be less than optimal.

3. *Engagement Marketing Activities*

These are the steps used to attract audience interest in the media through work and content. Interactive engagement marketing activities can help customers understand the branding carried out by the brand, for example when customers can customize the product, write comments on uploads, share uploads with their contacts, and much more.

Broadly speaking, engagement with customers can occur if the customer has started to be interested in the company and with that, the customer can build engagement with the company. This is due to intense communication through the comments column on the company's social media account (attention). With communication through social media, there can be an engagement process between the target market and the company, also supported by interaction through replying to comments between the company and the audience on the company's social media posts or content.

Companies also need to follow trends that are viral among customers according to the platform used, such as on the Instagram social media platform where there is a QnA feature, a feature that companies can use to answer questions related to products, as well as receive suggestions from customers. Then on the TikTok platform, there is a duet feature, companies can create content that includes customers and makes customers feel close to the company.

Customer engagement is also a psychological tool that can form the mechanism model that underlies the company's brand loyalty. Therefore, when a company wants to build engagement, the company needs to build a good relationship with customers. Building engagement includes the company's efforts to build enthusiasm for the target market such as content presented in social media posts in the form of quiz mini-games or QnA that can make the company indirectly interact with the target market.

Companies also need to try to make several posts about tips and tricks (learning) that make it easier for the audience to get information through the company's social media.

Based on the explanation above, it can be concluded that customer engagement and social media are related and have a two-way communication strategy, where customers can communicate directly with the content presented by the company through the official account, namely Instagram and TikTok PT Astra Honda Motor. With content that can build company engagement, it can make customer or audience engagement exist and increase brand awareness of PT Astra Honda Motor. Therefore, in this study, researchers used Strauss & Frost's theory to explain how the management of PT Astra Honda Motor's social media content continues to build engagement and brands with customers.

F. Methods

1. Type of Research

The type of research used in this research is descriptive qualitative research. The research method used is a case study. Using a post-positivism paradigm, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are done by triangulation (combined), data analysis is inductive / qualitative, triangulation (combined), data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2020). Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and behaviours that can be observed. Furthermore, according to (Sugiyono, 2020) qualitative research is scientific research that aims to understand holistically or thoroughly a phenomenon in a natural social context by prioritizing the process of in-

depth communication interaction between the researcher and the phenomenon under study.

The research approach or method used is a case study, which is a series of scientific activities carried out intensively, in detail, and in-depth about a program, event, and activity, both at the level of an individual, a group of people, and an institution or organization with the aim of obtaining in-depth knowledge. Usually, the events chosen are real-life events that are ongoing (Rahardjo, 2017).

Therefore, this research will describe, and analyze the social media communication strategy of Instagram and TikTok at PT Astra Honda Motor in 2022 in building customer engagement through content engagement and media engagement.

2. Place of Research

The place of research is a place where researchers get accurate data about the object of research. Researchers will conduct research in North Jakarta located at JL. Laksda Yos Sudarso - Sunter 1. Jakarta 14350, Indonesia, namely the center of the company PT. Astra Honda Motor. Researchers will also conduct research through the official social media Instagram and TikTok PT. Astra Honda Motor, which is the object of the research focus.

3. Data Collection Technique

The collection technique used in this research is to follow the required data, namely by using interviews and documentation.

a. Interview

Interviews are a data collection technique to find problems that must be researched. Interviews are also a data collection technique used if

researchers want to know things from respondents in more depth (Sugiyono, 2016).

Researchers will choose 3 informants to support the focus of this research. One informant from the company involved in handling PT Astra Honda Motor's social media accounts, and two informants from customers who follow PT Astra Honda Motor's Instagram and TikTok social media accounts. The criteria for informants needed by researchers are as follows:

1. PT Astra Honda Motor's social media admin in the media relations division, who manages PT Astra Honda Motor's TikTok and Instagram social media accounts.
2. Millennials customers aged 27-44 who follow PT Astra Honda Motor's Instagram *@welovehonda_id* social media account.
3. Generation Z Customers aged 20-27 who follow PT Astra Honda Motor's TikTok social media account *@welovehonda*

Based on the predetermined criteria, the researcher selected 3 resource persons as follows:

1. Media Relation Officer of PT Astra Honda Motor, Mr. Donny Aprinanda
2. Millennials generation customers, namely Mr. Slamet Riyadi, 42 years old, who follows PT Astra Honda Motor's Instagram *@welovehonda_id*.
3. Generation Z customers, namely Yasmin Ayu Raditya aged 22, who follows the TikTok of PT Astra Honda Motor *@welovehonda*

Researchers will ask how the content creation strategy in the Instagram and TikTok social media accounts of PT Astra Honda Motor is in building engagement and as a medium of communication with customers through social media based on the Strauss & Frost 2011 pillars. Researchers will also ask about the management of PT Astra Honda Motor's Instagram and TikTok social media content upload schedules. The answers and knowledge of the Social Media Admin who is responsible for the Instagram and TikTok social media of PT Astra Honda Motor are very important in helping this research in collecting accurate data.

In addition, researchers need two audiences who are customers and follow PT Astra Honda Motor's Instagram or TikTok social media accounts with different age groups. This is needed to prove how PT Astra Honda Motor can build engagement with audiences through PT Astra Honda Motor's Instagram and TikTok social media accounts. Both audiences can also provide their respective answers and opinions as accurate data support in this study.

b. Documentation

Documentation is a method used to obtain data and information in the form of books, archives, documents, written numbers and images in the form of reports and information that can support research (Benny et al., 2023). documentation, for case studies, the use of documents that are very necessary is to support and add evidence from other sources.

In this research, researchers will collect internal documentation of Instagram and TikTok social media accounts of PT.Astra Honda Motor. In

addition, researchers will collect documentation based on external data from related articles, and the official Instagram and TikTok social media of PT.Astra Honda Motor in How PT. Astra Honda Motor can build engagement with the audience to support the company's internal data.

Based on the data collection techniques used, researchers can collect primary data obtained by researchers directly from interviews with informants who have credibility in managing social media accounts. Apart from that, researchers also obtained secondary data from a collection of documentation on social media accounts of PT.Astra Honda Motor.

4. Data Analysis

Qualitative data analysis is inductive, where an analysis is based on data obtained in the field during research. After that, it can be expanded into a relationship pattern or hypothesis. Starting from a hypothesis that is formulated thanks to the data, after that the data is processed repeatedly to produce a conclusion (Sugiyono, 2016).

In this research, researchers used three stages of qualitative data analysis according to (Junaidi & Ricko, 2019), namely there are three stages: Data reduction, data presentation, verification, and conclusion drawing.

a. Data Reduction

Data reduction is the process of selecting, focusing, and simplifying data in the form of notes or transcripts by creating codes or categories from the data in order to select data that is relevant and meaningful (Hartono et al., 2018).

At this stage, the researcher will sort the data that has been collected based on interview data and documentation to find the relevance of the data according to the research objectives.

b. Data Presentation

Data presentation is a stage for presenting it systematically based on categorization in the data reduction stage (Hartono, 2018). The purpose of presenting data is to combine information so that it can describe the data that has been obtained.

Researchers will present data based on the 3 pillars of Customer Engagement according to Strauss & Frost's theory. Therefore, the data presentation stage can help researchers interpret the data and researchers will compile relevant data so that the data presentation can be concluded and answer the research problem.

c. Verification and Conclusion Drawing

Verification and conclusion drawing is the final stage of all stages of qualitative data analysis, at this stage verification and conclusion drawing are stages to find clarity and understanding of the research data. As well as interpreting and establishing relationships between data categories to obtain relevant final data (Hartono, 2018).

Researchers will verify and draw conclusions based on the data results that have been presented with the theory that has been used and in combination with literature such as previous similar research.

5. Data Validity Test

Testing the validity of data in qualitative research is carried out to strengthen the level of trust in the results of research findings. The formulation of data validity

checks involves four criteria, namely as follows, criteria (credibility), transferability, dependability, and confirmability (Hadi, 2016). The qualitative approach has eight data-checking techniques, namely extended participation, diligent observation, triangulation, peer checking, adequacy of references, negative case review, member checking, and detailed descriptions (Meleong, 2021).

The application of data validity checking techniques used in this research is based on credibility and transferability criteria. Data credibility testing or trust in data resulting from qualitative research is the basis for research regarding the truth of data obtained with instruments. Credibility testing can be carried out, among other things, by extending observations, increasing persistence in research, triangulation, discussions with colleagues, analysis of negative cases, and member checks.

Meanwhile, transferability in qualitative research is related to questions. The criterion for transferability is that the research can be applied or used in other contexts and situations. Therefore, researchers must make their reports with detailed, clear, systematic descriptions so that they can be trusted. So, in this way the reader becomes clear and decides whether or not the research results can be applied elsewhere.

In this research, researchers used a triangulation model to obtain validity in the data. The Triangulation Model means repeating or clarifying with various sources. If necessary, data triangulation can also be done by looking for other data as a comparison (Octaviani, 2023). In the triangulation technique, there are various techniques for obtaining data validity. In this research, researchers used source triangulation techniques. The source triangulation technique is comparing or

double-checking the level of trustworthiness of information obtained through different sources. In this research, to compare the data obtained, the researcher will compare the data obtained during interviews via social media admin with data obtained through interviews with the audience.

6. Systematic Writing

The systematic writing in this research (Strategy Social Media Instagram and TikTok of PT Astra Honda Motor to Build Engagement with Customers in 2022) is divided into several sub-chapters in the form of explanations to facilitate the research process and flow.

Chapter One, in this chapter there are several sections, namely Background of the Problem, Formulation of the Problem, Research Objectives, Benefits of Research, Theoretical Framework and Research Methods. In the research method there are several sub-chapters, namely, Types of Research, Research Objects, Research Locations, Data Sources, Data Collection Techniques, Test Data Validation, Data Analysis Techniques, and Writing Systematics.

Chapter Two contains an explanation and general overview Strategy Social Media Instagram and TikTok of PT Astra Honda Motor to Build Engagement with Customers in 2022.

Chapter Three, in this chapter, contains display of data and data analysis regarding Strategy Social Media Instagram and TikTok of PT Astra Honda Motor to Build Engagement with Customers in 2022.

Chapter Four, in this chapter there are conclusions and suggestions from all descriptions and explanations regarding Strategy Social Media Instagram and TikTok of PT Astra Honda Motor to Build Engagement with Customers in 2022.