

ABSTRACT

Packaging of Automotive Review Content Messages on Instagram Accounts @motomobitv and @indra_fathan (Quantitative Content Analysis of @motomobitv and @indra_fathan for the period August 2023 – August 2024)

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This thesis research aims to analyze how automotive review content messages are conveyed on Instagram accounts @motomobitv and @indra_fathan during the period August 2023 to August 2024. This thesis research study focuses on how to convey automotive messages via Instagram social media with the video reels feature and also analyzes what is most dominant in automotive messages conveyed by @motomobitv and @indra_fathan. The research method used is quantitative content analysis, Researchers analyze the reels content analysis unit on the @motomobitv and @indra_fathan accounts, each of which has 75 contents during the period August 2023 to August 2024. Researchers use the coding calculation method to obtain valid data according to the measuring instruments and indicators that have been determined. The results of the study show that the content of the @motomobitv account message is more dominated by informative content while the @indra_fathan account itself is more dominated by persuasive content. Meanwhile, for the message theme of the @motomobitv account, it is more dominated by interpretation content, while for the @indra_fathan account itself, it is more dominated by summary content. For the response content, the @motomobitv account only displays positive responses from the audience, while the @indra_fathan account itself contains negative comments and also an empty comment column.

Keywords: Message Packaging, Automotive Reviews, Instagram, Quantitative Content Analysis, Digital Communication.

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