

## ABSTRACT

### **Message Packaging Strategy of Twitter Social Media Campaign #Percaya from Grab Indonesia**

Fellia Racmafaustina.<sup>1)</sup>, Reni Dyanasari.<sup>2)</sup>,

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

*This Study aims to find out how the message packaging strategy of Twitter social media campaign #Percaya from Grab Indonesia. Twitter social media campaign #Percaya is a corporate communication program that aims to increase Grab Indonesia's relevance to society and to appreciate Indonesian people's optimism. This social media campaign is the initial phase which aims to build conversation through context of "Modal #Percaya" and increase the use of hashtag #Percaya ahead of official launch of the #Percaya campaign phase 2 through influencer marketing. The success of Twitter social media campaign #Percaya proven by obtaining Trending Topic positions. What makes this campaign different is the messages packaging with elements of humor and entertainment on topics that are relevant to people's daily lives through memes format. In addition, campaign messages use unbranded manner or by not explicitly mentioning Grab Indonesia's brand. The research approach uses qualitative research methods by conducting interviews with informants to obtain required informations. The findings from this study are Grab Indonesia prioritizes attractiveness and determining aspects such as humor, interaction, entertainment, customization, trends, relevance, and word-of-mouth. Unbranded message packaging aims to avoid resistance from the public to get involved in conversations about the context of "Modal #Percaya".*

**Keywords:** #Percaya, Message Packaging Strategy, Social Media Campaign, Twitter, Key Opinion Leader (KOL),

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