

ABSTRACT

This study aims to analyze creative strategies on social media content towards ten e-commerce companies. Of the ten e-commerce companies the author examines which creative message strategies are used, and how these channels and strategies relate to consumer engagement on branded social media.

This research uses qualitative methods by collecting five coders that have transacted in ten e-commerce companies, by assessing whether the ten e-commerce companies have a creative strategy/appeal for the five coders representing

The results show that media channels are often used, namely microblogs, and several media channels such as social networks, upload videos, upload photos and mobile applications. The results of this study indicate that the average e-commerce company uses a message strategy with a spokesman for ordinary people to market their products and discounts and sweepstakes into a tool used by companies to bind customers.

Keywords : Branding with Social Media, Content Analysis, Consumer Engagement