

CHAPTER I

INTRODUCTION

1.1 Background of Study

Humans are social creatures who need other humans to live side by side and interact with each other. Relationships between humans must be maintained to create a sense of mutual understanding. One way to keep the bonds in a relationship tight is through communication. Asriwati (2021) explains that, etymologically, the word communication comes from Latin, namely communication. Communication is one of the most important parts needed by every living thing in this world, especially humans, who are created as social beings who cannot live alone. The fundamental function of communication is to transfer ideas or emotions from a communicator to a communicant.

Having good communication skills really helps people in their daily lives because communication functions as a medium or a tool used by humans to exchange thoughts and feelings and understand each other in social life. Tuhovsky (2018) said that success requires effective communication skills that must be improved in order to succeed in a profession, strengthen friendships, create better family ties, or improve romantic relationships.

The initial step needed before carrying out communication is to determine a strategy, which is an activity to set the goals of a communication or develop a plan framework that is made so that the message to be conveyed in the communication can be received by the recipient of the message correctly and easily understood. Strategy in communication is planning or management that must be owned before communicating so that the message to be conveyed can be received, understood, and can influence the recipient of the message.

In this modern era, social media has become one of the most frequently used media for people to interact and communicate with each other. Social media are a variety of online platforms that give users the ability to make profiles, share, and

advertise their content. All of these social media platforms were created to assist both individuals and companies in developing a social presence and spreading information about their goods and services.

There are many social media platforms that are popular today, one of which is Instagram. Almost everyone from various backgrounds has an Instagram account, especially public figures or celebrities. Public figures with a large number of followers and spread in almost all countries must have social media to communicate, share the latest information, engage followers, and gain more popularity. With the large number of Instagram users among public figures, the competition among users also increases; therefore, each user must have their strategy so as not to be left behind by other users. One of the public figures who uses Instagram to communicate with audiences is EXO.



Figure 1.1 EXO Instagram Posts

Source: <https://www.instagram.com/weareone.exo/>, 2024

One example of a post from EXO's Instagram account features photos and videos from a musical event played by one of EXO's members, Suho. The caption on the post uses a mixture of English and Korean and conveys information about the musical performance to be performed, information about the location and date, as well as mentioning the member accounts involved and hashtags related to the event being held. The post was uploaded on April 24, 2023, and has currently received 429,647 likes and 2,870 comments, indicating a high level of fan interest and engagement with the post.

EXO has millions of followers on Instagram and actively posts various content on Instagram which makes EXO relevant as a research object. Therefore, the writer conducted a study entitled “Analysis of Communication Strategy Factors Used by EXO on Instagram to Engage Followers”.

1.2 Formulation of the Problem

Based on the research background above, it is found that the formulation of the problem is:

1. What is the communication strategy factor used by EXO?
2. To what extent those communication strategy factors can engage followers?

1.3 Scope and Limitation of the Study

The scope of this research includes:

- 1) Social Media Platforms: This research will focus on social media platform used by EXO, namely Instagram.
- 2) Time Period: The analysis will be conducted from January 2023 to July 2024 to obtain relevant and up-to-date data.
- 3) Types of Content: This research will analyze the communication strategy factors used in EXO's Instagram posts, including captions, the number of likes, and comments.

1.4 Purpose of the Study

The purpose of this study was to find out the communication strategy factors used by EXO on Instagram to engage followers and determine to what extent that communication strategy factor can engage EXO's followers.

1.5 Significance of the Study

The benefits of this study are for:

1. Researcher

This research helps the researcher add insight and experience to find out the communication strategies factors used by EXO on social media.

2. Students

This research can help further researchers with similar research to this study as a reference and source of additional information.

3. Reader

This research can help the readers in general as motivation or input to create strategies for communicating with others.