

ABSTRACT

In the current era of globalization, technology and information have developed very rapidly with internet media as a medium of communication with social media as one of the platforms. With current digital developments, in 2012 PT MNI (Koran Sindo) saw an opportunity for the social media market in developing an online digital media business unit, namely sindonews.com. Sindonews.com is an MNC (Media Nusantara Citra) network news portal owned by Harry Tanoesoedibjo which is the largest media group in Southeast Asia. By creating consumer involvement, being able to connect with the company. The purpose of this study was conducted to study the factors of consumer involvement formed by sindonews.com through social media Facebook.

This research uses descriptive quantitative method with factor analysis techniques with the type of factor that is confirmatory factor analysis. The population used is Facebook followers sindonews.com using probability sampling techniques obtained by a sample of 400 respondents. Data collection techniques are primary data that is distributing questionnaires and secondary data with previous research on consumer involvement.

The results of this study produced four new factors: cognitive engagement with the largest sub-dimension, namely absorption of 81,5%, supportive engagement with the largest sub-dimension, namely seeking assistance at 78,8%, affective engagement with the largest sub-dimension, namely enthusiasm at 81,3% and the last confirmatory engagement with the biggest sub-dimension is validation at 76.8%.

Keywords : Consumer engagement, Online media portal, Social media, Facebook