

ABSTRACT

The era of globalization is in line with the development of digital technology, where many companies use it to build brands on social media, one of which is Tinder. With as many as 14.3 thousand followers, the Instagram account @tinderindonesia is the Tinder social media platform with the highest number of followers and is the only official Instagram account specifically in Indonesia among other matchmaking applications. The #BisaBareng content contained in Instagram is very diverse and quite active in uploading content. Tinder has a negative perception/stigma and often gets ridiculed. In repositioning Tinder's brand image from a negative perception or stigma to a positive one by positioning Tinder as a Social Discovery App in Indonesia, Tinder utilizes the Instagram social media platform to build a brand image. This study uses one independent variable, namely the social media content (X) and one dependent variable, namely brand image (Y) with the aim of knowing how much effective the use of social media Instagram @tinderindonesia account for brand image on followers. This study uses a quantitative method with a casual associative type. Sampling was carried out by non-probability sampling with purposive-sampling, the research was conducted by distributing questionnaires to 390 respondents. The resultson this research show that the influence of the social media content variable (X) on the brand image variable (Y) is 47.2%. While the remaining 52.8% is explained by other factors. The t-test results show that media social content (X) has a tcount value greater than the ttable value, because the thitung value (18.627) > ttable value (1.966), from a significance level of $0.000 < 0.005$. Then the end result is that H_0 is rejected, H_1 is accepted. It can be concluded that the content of #BisaBareng on Instagram @tinderindonesia has been identified as having a positive effect on the formation of the Tinder Brand Image on followers.

Keywords: Social media Content, Instagram, Brand Image