

THE INFLUENCE OF SOCIAL MEDIA ENGAGEMENT ON PT KERETA API INDONESIA'S REPUTATION

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ABSTRACT

The reputation of a company is a valuable intangible asset, but it is becoming more difficult to manage due to rapid digital expansion. Today, social media is an important part in establishing a company's reputation. The researcher analyzes if corporate social media is advantageous to businesses in this report. Researchers examined public participation on social media in the depiction of a company's reputation in a survey of 100 PT Kereta Api Indonesia customers who follow Instagram @keretaapikita. The findings suggest that the level of public participation in social media has a beneficial impact on the perception of a company's reputation. These findings' implications are explored as a reference in the use of social media to establish a company's reputation.

Key Words: *company's reputation, social media engagement, instagram*