

ABSTRAK

ANALISIS KOMPARASI TINGKAT *ENGAGEMENT* ANTARA *POST* FOTO, DAN VIDEO PADA AKUN INSTAGRAM *E-WALLET* OVO, SHOPEEPAY, DAN GOPAY

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Penelitian ini bertujuan untuk : (1) Mengetahui komparasi tingkat *engagement* antara post Foto dan Video pada akun Instagram OVO, ShopeePay, dan GoPay berdasarkan *likes* dan *comments*, (2) rata-rata *likes* dan *comments* pada *post* foto dan video pada akun Instagram OVO, ShopeePay, GoPay, (3) Mengetahui mana yang lebih baik dari ke-tiga akun Instagram. Populasi pada penelitian ini seluruh *post* pada akun Instagram OVO, ShopeePay, dan GoPay. Sampel pada penelitian ini *post* foto dan video pada akun Instagram OVO, ShopeePay, dan GoPay. Jumlah sampel penelitian berjumlah 1177 *post* foto dan 169 *post* video, penelitian ini menggunakan teknik *nonprobability sampling*. Analisis data menggunakan program IBM SPSS Statistic versi 21. Teknik analisis data menggunakan teknik analisis Kruskal Wallis. Hasil penelitian menunjukkan bahwa adanya perbedaan tingkat *engagement* antara *post* foto dan video pada akun Instagram OVO, ShopeePay, dan GoPay.

Kata kunci: Komparasi, Sosial Media, *Engagement*, Instagram, Pemasaran, E-wallet.

ABSTRACT

**COMPARISON ANALYSIS OF ENGAGEMENT LEVEL BETWEEN
POST PHOTOS, AND VIDEOS ON E-WALLET INSTAGRAM
ACCOUNTS OVO, SHOPEEPAY, AND GOPAY**

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This study aims to determine: (1) to find out the comparison of the level of engagement between photos and Videos posts on OVO, ShopeePay, and GoPay Instagram accounts based on likes and comments, (2) to find out the average likes and comments on photo and video posts on Instagram accounts OVO, ShopeePay, GoPay, (3) Knowing which one is better than the three Instagram accounts. Population on this study using all post on the Instagram OVO, ShopeePay, and GoPay account. Total sample on this study is 1177 post foto and 169 post video, The sampling technique used nonprobability sampling. Analysis data using IBM SPSS Statistic version 21, this study uses Kruskal Wallis analysis techniques. The results of the study show that: there are differences in the level of engagement between photos and videos posts on OVO, ShopeePay, and GoPay Instagram accounts.

Keyword: Comparison, Social Media, Engagement, Instagram, Marketing, E-Wallet.