

***Brand Experience dan Konstruksi Makna Anggota Scholarship Orbit dalam Aktivitas
Brand Activation Youniverse by GenZE***

SKRIPSI

Diajukan untuk Melengkapi Persyaratan Guna Memperoleh Gelar Sarjana Strata Satu
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Disusun Oleh :

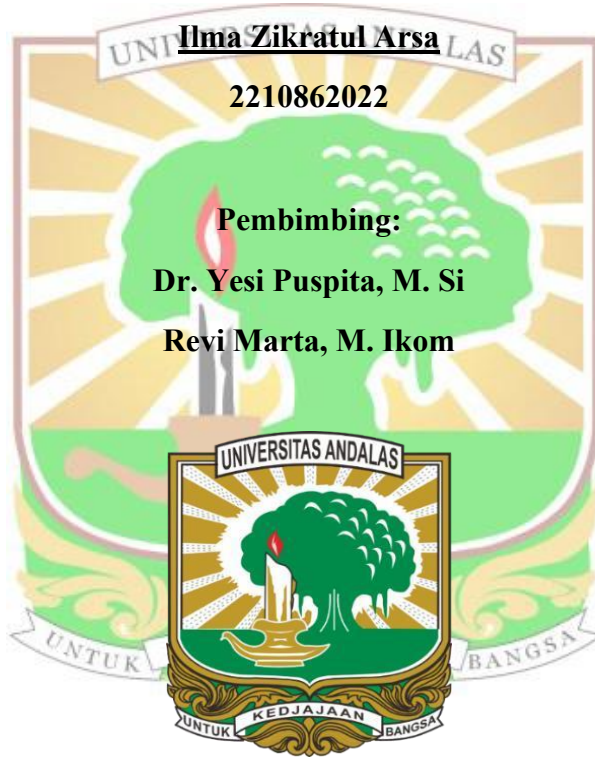
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ABSTRAK

Brand Experience dan Konstruksi Makna Anggota Scholarship Orbit dalam Aktivitas Brand Activation Youniverse by GenZE

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Penelitian ini menganalisis *brand experience* yang terbentuk melalui aktivitas *brand activation* Youniverse by GenZE pada anggota komunitas Scholarship Orbit, konstruksi makna *brand* yang muncul dari pengalaman tersebut, serta berakibat terhadap *brand awareness*. Penelitian menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivis. Data dikumpulkan melalui wawancara mendalam, observasi non-partisipan, dan dokumentasi terhadap lima informan, dianalisis menggunakan model Miles dan Huberman, berlandaskan Teori *Experiential Marketing* Schmitt dan Teori Konstruksi Realitas Sosial Berger dan Luckmann. Hasil menunjukkan aktivitas webinar, komunitas WhatsApp, media sosial, dan layanan edukasi berhasil menciptakan *brand experience* pada dimensi *sensory*, *affective*, *intellectual*, dan *behavioral*, dengan dimensi intelektual paling dominan. Pengalaman tersebut dikonstruksi anggota menjadi lima makna: Youniverse sebagai platform edukatif, suportif, inspiratif, dekat dengan generasi muda, dan kredibel. Selanjutnya, *brand experience* dan konstruksi makna tersebut berakibat pada terbentuknya *brand awareness* di tingkat *brand recall*.

Kata Kunci: *Brand experience*, Konstruksi Makna, *Brand awareness*, *Brand activation*, Komunitas Digital, *Ed-tech*^{yyyyy}

ABSTRACT

Brand Experience and Meaning Construction of Scholarship Orbit Members in the Brand Activation Activities of Youniverse by GenZE

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This research analyzes the brand experience formed through Youniverse by GenZE's brand activation activities among Scholarship Orbit community members, the brand meaning construction arising from that experience, and its implications for brand awareness. A qualitative descriptive approach with a constructivist paradigm was used. Data were collected through in-depth interviews, non-participant observation, and documentation involving five informants, analyzed using the Miles and Huberman model, grounded in Schmitt's Experiential Marketing Theory and Berger and Luckmann's Social Construction of Reality Theory. Findings show that webinars, WhatsApp communities, social media, and educational services successfully created brand experience across the sensory, affective, intellectual, and behavioral dimensions, with the intellectual dimension being most dominant. Members constructed these experiences into five brand meanings: Youniverse as an educational, supportive, inspiring, youth-relatable, and credible brand. These experiences and meanings further contributed to brand awareness at the brand recall level.

Keywords: *Brand experience, Meaning Construction, Brand awareness, Brand activation, Digital Community, Ed-tech*

