

Perbedaan Fitur dan Fungsi Media Sosial

Memahami Peran Unik Setiap Platform



Seberapa Penting Adanya Media Sosial?



Pentingnya Media Sosial dalam kehidupan sehari-hari



**Koneksi
Sosial**



**Akses
Informasi**



**Kesempatan
Berbagi**



**Pemasaran
dan Bisnis**



Edukasi



**Kesadaran Sosial
dan Aktivisme**



**Sumber
Hiburan**

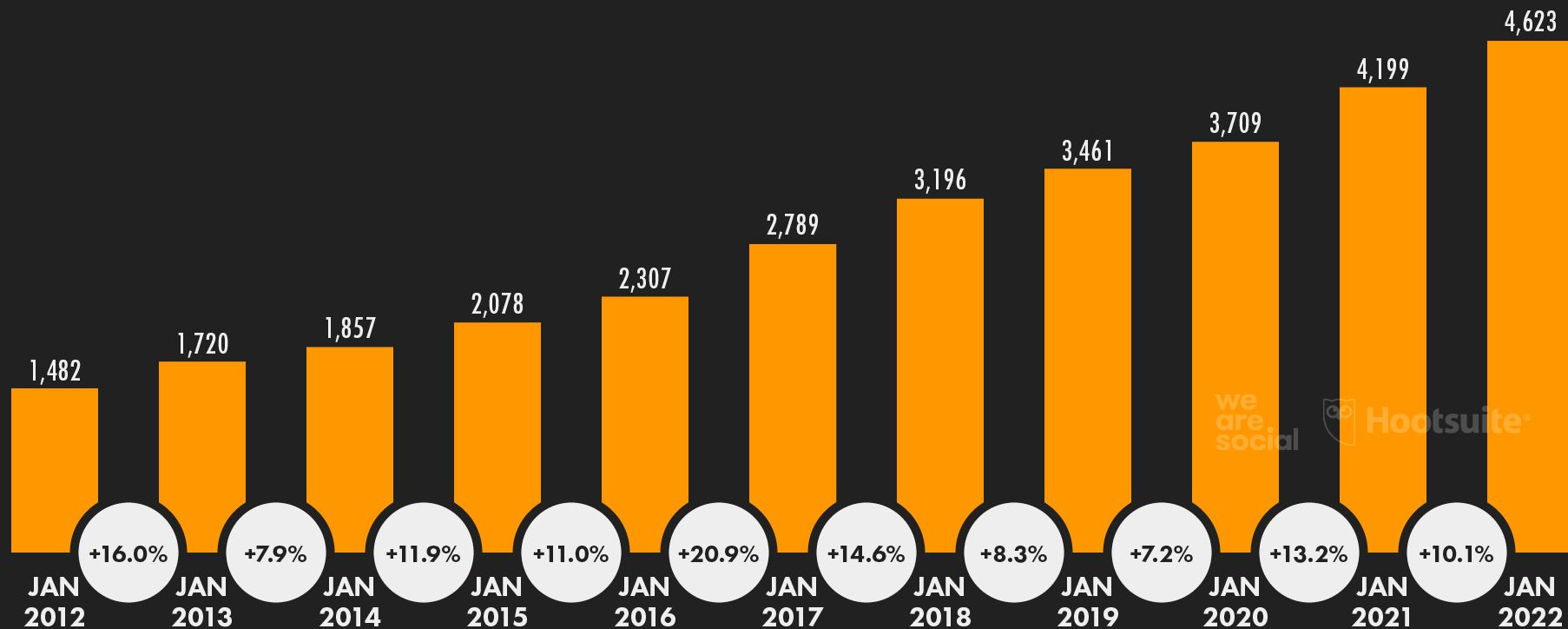


**Forum
Penyampaian
Gagasan**

JAN
2022

SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



JAN
2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



we
are
social

8.01
BILLION

URBANISATION

57.2%

UNIQUE MOBILE
PHONE USERS



Meltwater

5.44
BILLION

vs. POPULATION

68.0%

INTERNET
USERS



KEPIOS

5.16
BILLION

vs. POPULATION

64.4%

ACTIVE SOCIAL
MEDIA USERS

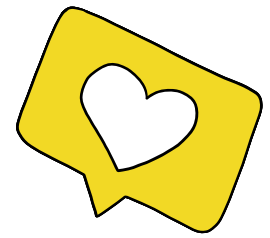


4.76
BILLION

vs. POPULATION

59.4%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APIJI; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OECD; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.



Macam-macam Media Sosial beserta Fitur dan Fungsinya



1. Instagram



Instagram



Fitur Utama:

- Berbagi foto dan video
- Stories
- Reels
- Live
- Online Shop

Fungsi:

- Berbagi momen visual
- Branding
- Influence Marketing

2. X (Twitter)



X (Twitter)



Fitur Utama:

- Post
- Repost
- Hashtags
- Mentions
- X Space

Fungsi:

- Berbagi berita/informasi
- Diskusi publik
- Jaringan & koneksi
- Promosi & pemasaran
- Pendapat dan aktivisme

3. Facebook



Facebook



Fitur Utama:

- Profil pribadi
- Berbagi konten
- Grup
- Halaman bisnis
- Live

Fungsi:

- Koneksi sosial
- Berbagi informasi
- Promosi dan pemasaran
- Acara & grup
- Pembelajaran
- Hiburan

4. LinkedIn



LinkedIn



Fitur Utama:

- Profil profesional
- Jaringan
- Berbagi konten
- Pembaruan berita
- Pencarian pekerjaan
- Grup dan komunitas

Fungsi:

- Jaringan profesional
- Perekrutan
- Branding pribadi dan bisnis
- Pembelajaran dan pengembangan karir
- Bisnis dan pemasaran

5. Tiktok



Tiktok



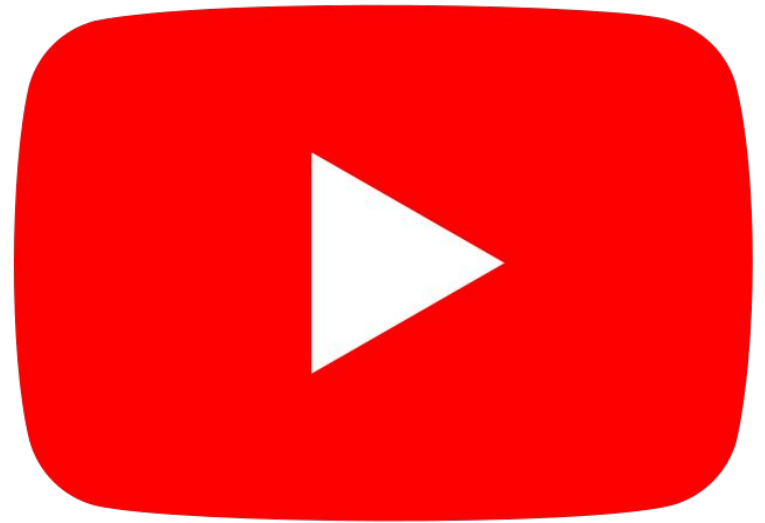
Fitur Utama:

- Video pendek
- Efek kreatif & filter
- Trend & *Challenge*
- Duet dan interaksi (stitch)
- Algoritma Feed

Fungsi:

- Hiburan & kreativitas
- Tren & viralitas
- Pembelajaran & edukasi
- Interaksi sosial
- Promosi & pemasaran

6. Youtube



Youtube



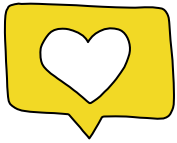
Fitur Utama:

- Unggah video
- Pencarian & penemuan konten
- Berlangganan channel (subscribe)
- Komentar dan interaksi
- Monetisasi
- Youtube live

Fungsi:

- Hiburan
- Pembelajaran & edukasi
- Berbagi informasi
- Pemasaran & branding
- Komunitas & jaringan

Media Sosial lainnya



X (Twitter)



TikTok



Kick



Instagram



Threads



Facebook



Twitch



Youtube



Discord



WhatsApp



Pinterest



Messenger



Behance



Flickr



Snapchat



Line



Talk



Telegram



Dribbble



LinkedIn



Tumblr



WeChat



Vimeo



Reddit



Thank you

