**LAMPIRAN**

**Tabel 1:** Perbandingan Kinerja Instagram Marketing WWRU dengan Para Kompetitor

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No | Indikator | ranca\_upas | glamping\_rancabali | glamping\_ciwidey | officialgrafika |
| 1 | *Total Likes* | 39141 | 45617 | 172888 | 33664 |
| 2 | *Total*  *Comment* | 2890 | 3292 | 9753 | 3092 |
| 3 | *Total Post* | 104 | 235 | 1762 | 474 |
| 4 | *Followers* | 8927 | 15110 | 21640 | 11005 |
| 5 | *Engagement*  *Rate (Day)* | 0,414% | 0,283% | 0,334% | 0,256% |
| 6 | *Engagement Rate (Post)* | 4,527% | 1,377% | 0,479% | 0,705% |
| 7 | *Like Rate* | 4,216% | 1,285% | 0,453% | 0,645% |
| 8 | *Talk Rate* | 0,311% | 0,093% | 0,026% | 0,059% |
| 9 | *Average Like* | 376 | 194 | 98 | 71 |
| 10 | *Average*  *Comment* | 28 | 14 | 6 | 7 |
| 11 | *Hastag/ER* | 345,5948 | 162,1942 | 76,6003 | 83,9394 |

Sumber : https://popsters.us, diakses pada 26 Agustus 2019