

ABSTRACT

In the continuously evolving digital era, higher education institutions face challenges in maintaining relevance and competitiveness amidst changing information consumer behavior. Social media has become a primary channel in shaping the image of institutions through effective digital marketing strategies. Telkom University Jakarta and Purwokerto utilize two main forms of digital content, User-Generated Content (UGC) originating from users or students, and Firm-Generated Content (FGC) officially created by the institution. The differences in characteristics and perceptions of these two types of content can influence the credibility and brand equity of a university in the eyes of prospective students, highlighting the dynamics of digital marketing strategies in different local contexts.

This research aims to analyze the influence of User-Generated Content (UGC) and Firm-Generated Content (FGC) on brand with brand credibility as a mediating variable. Additionally, the study examines the differences in these effects between two campuses of Telkom University, namely Jakarta and Purwokerto, in order to understand how digital communication strategies operate in different local contexts.

This research use a quantitative approach with a survey method distributed to 397 active students from Telkom University Jakarta and Purwokerto campuses. The collected data were analyzed using SEM-PLS to measure both direct and indirect relationships between research variables, including the mediating effect of brand credibility. The determination of the sample was carried out using purposive sampling techniques with predetermined criteria.

The results of the research indicate that both UGC and FGC have a positive and significant impact on brand credibility. Brand credibility significantly mediates the influence of both types of content on brand equity. Specifically, FGC has a greater influence on brand credibility at Purwokerto Campus, whereas in Jakarta, the influence of UGC and FGC is relatively balanced. Another finding reveals that students' perceptions of the elements of CBBE are in the high category, reflecting the effectiveness of the digital content strategies implemented by the university.

Based on these findings, this study recommends that Telkom University enhance the quality and creativity of FGC content through a more adaptive approach to social media trends. On the other hand, UGC needs to be continuously facilitated to encourage students to be more involved in organically building the campus image. Academic suggestions include the development of future research models by adding variables that influence brand equity.

Keywords : Social Media, User Generated Content, Firm Generated Content, Brand Credibility, Brand Equity, Telkom University