

ABSTRACT

Internet users from year to year have increased. One of them is the Z generation. This generation is closely associated with social media and companies are already using social media to increase brand awareness is no exception Radio Play99ers 100FM Bandung. One of the media used is Youtube. The purpose of this study is to find out whether social media marketing through Youtube affect the level of brand awareness. Methods of data collection in this study using questionnaires distributed to 100 respondents. Data analysis method used in this research is descriptive analysis method and simple linier regression analysis. Data processing is done by using software IBM SPSS 24 for windows. Partially seen from t test, there is influence between Social Media Marketing through Youtube to Brand Awareness Level on Generation Z (Case Study On Radio Play99ers 100 FM Bandung). The influence of Social Media Marketing influences Brand Awareness Level of 0.433 or 43.3%. The rest is influenced by other variables not included in the research.

Keywords: social media marketing, level of brand awareness, Z generation