

ABSTRACT

Communication is an important thing, along with the development of technology, the delivery of information has become easier by using social media. Mafia fried rice uses social media to introduce and market its products, marketing communication activities are carried out consistently by mafia fried rice through Instagram social media to build brand awareness and encourage consumers to interact more closely with the aim of strengthening brand equity. This research was conducted to find out how big the influence of instagram social media on brand equity fried mafia spice. Responden of this study 100 mafia fried rice instagram followers. Based on the recapitulation results show that instagram social media variables get a response of 79,5% included in the good category. While the results of the brand equity variable received responses of 83% included in the excellent category. In testing the correlation obtained a value of 0.745 the level of correlation between the two variables has a strong degree of relationship. Based on the results of the coefficient of determination, the value of Instagram social media influence the brand equity of mafia spices fried rice by 55.5%.

Keywords: Social Media, Instagram, Brand Equity