

ABSTRACT

Online shopping activity has become the lifestyle of people in Indonesia due to the rapid development of technology, where consumers begin to switch from had to go to the market to buy goods (offline), now starting to switch digitally (online). With these lifestyles then form community groups namely digital society, supported also by the development of internet technology which also affects the speed of dissemination of information through social media which is then used as a new media in marketing a product or called digital marketing.) Digital marketing is done through social media used to inform or educate consumers about the product of a brand, to reach the intended audience, namely digital society or digital society.

In this study aims to see whether there is an effect of Digital Marketing on Brand Awareness on E-Commerce and also see which digital media has the most influence on Brand Awareness. This research uses quantitative methods and the analytical technique used to answer the hypothesis in this study is using multiple linear analysis techniques. For data collection, researchers used questionnaires online through googleform with a total of 400 respondents.

The results obtained in this study were that there were influences from the four social media studied with the following coefficient values: Youtube (0.436), Facebook (0.420), Instagram (1,144), and Twitter (-0.173). Based on the partial test results that Youtube, Facebook, and Instagram positively have a significant effect on Brand Awareness, Twitter has no significant effect on Brand Awareness on E-Commerce.

Keywords : *Brand Awareness, Digital Marketing, E-commerce, Social Media.*