

## **ABSTRACT**

Brand is the most important thing for a product and is an important asset of the company. With a brand, a product can have an image and strength. Brand equity is seen as added value to a brand. Through co-branding strategies can increase the brand equity of a product or service. Grab is co-branding with digital wallet company OVO with the aim of increasing brand equity grab. The purpose of this study was to find out how the influence of co-branding on Grab brand equity. The research method in this study is quantitative. The type of research used is descriptive and verification research. The sample used was Grab application users in Jabodetabek, which numbered 100 respondents with 26 statement items using purposive sampling and nonprobability sampling techniques and processed using SPSS version 23 for Windows. It can be concluded that there is a significant effect on OVO-Grab Co-branding on Brand Equity Grab where Co-branding has an influence of 47.6% on Brand Equity and the remaining 52.4% is influenced by other factors not examined in this study.

**Keyword:** Co-branding, Grab, OVO, Brand Equity