

## ABSTRACT

*The development of higher education currently causes competition to get prospective students. With this competition, tertiary institutions carry out a marketing activity that is by advertising. Advertising activities carried out by Telkom University by using social media because they follow the interests and lifestyles of prospective students.*

*The purpose of this study is to find out how Telkom University consumers respond to advertising awareness, brand awareness, brand image and brand equity of Telkom University, and to see whether there is an effect of advertising awareness on brand awareness, brand image, and brand equity and the effect of brand awareness on brand image and brand equity, and brand image on brand equity at Telkom University.*

*The data collection method used questionnaires with the number of respondents as many as 400 prospective students of Telkom University and parents of Telkom University students. The data analysis technique used is descriptive analysis and SEM using AMOS 24 software.*

*Based on the results of hypothesis testing, it was found that advertising awareness had a significant positive effect on Telkom University's brand awareness and brand image, but advertising awareness did not affect Telkom's brand equity. Brand awareness has a significant positive effect on a brand image but a negative effect on brand equity Telkom University. And the brand image has a significant positive effect on Telkom University brand equity.*

*It can be concluded that from the test results 4 hypotheses were accepted and 2 hypotheses that were rejected.*

**Keywords:** *Advertising Awareness, Brand Awareness, Brand Image, Brand Equity, Telkom University.*