

ABSTRACT

The large number of uses of social media in Indonesia has made social media a marketing tool for business people through the content they upload. The uploaded content is expected to be able to build company brand awareness so that consumers are aware of the benefits and feel easy to recognize the brand.

The purpose of this research is to determine the relationship between marketing on social media and company brand awareness.

This research uses quantitative research methods. Sampling in this study using non-probability sampling with purposive sampling obtained as many as 385 samples of users who use the Go-Ride service in the city of Bandung. Furthermore, the data were analyzed using descriptive analysis techniques, simple linear regression analysis and correlation analysis.

The results of the analysis in this study using the correlation analysis test showed that the one that has the highest correlation is the increasing awareness on new products factor which produces a value of 0.509 (high correlation) and the significance value is $0.000 < 0.05$. And for the great influence it can be proven by a simple linear regression test which gives the result that if the social media marketing carried out by the Gojek company on Go-Ride services increases by 1%, brand awareness will also increase by 37.0% and the percentage of social media marketing towards Gojek company brand awareness can be proven by the coefficient of determination which gives the result that social media marketing on brand awareness has an effect of 35.8% for the remaining 64.2% is influenced by other variables not examined in this study.

The conclusion in this study is that social media marketing carried out by the Go-Jek company on the Go-Ride service through the social media Youtube, Facebook, Twitter, Instagram has a good category, Gojek's brand awareness has a very good category, social media marketing is carried out through the social media Youtube, Facebook, Twitter, Instagram have a significant effect on brand awareness, and the factor that most influences the formation of brand awareness at the Gojek company is increasing awareness on new products.

Keywords: *social media marketing, brand awareness, social media*