

ABSTRACT

Changing the trend of music concerts in Indonesia today has made more and more music promoters emerge, ranging from community scale to large vying to bring viewers to perform at the festival. This shows the intense competition among promoters. With this competition social media is used by promoters as a medium to convey information and carry out a marketing activity with the aim of creating a higher consumer gathering.

The purpose of this research is to study the role of two generations in social media interaction towards opposing the behavioral intentions of LaLaLa Festival: The First International Forest Festival in Indonesia.

The research method used in this study is a quantitative method by collecting data through a questionnaire using a Likert scale with a survey that has been conducted for 440 respondents with visitor suggestions and have accessed the LaLaLa Festival social media. The data obtained were then analyzed by SEM (Structural Equation Models) analysis using AMOS 24 software.

Based on the results of the hypothesis as many as 16 hypotheses out of 20 hypotheses submitted were accepted, namely, social media communication created by the company has a positive influence on brand dimensions (awareness, social image, value, service quality, perceived leadership quality, and loyalty). User-creates social media communication that has a positive influence on the dimensions of brand equity (awareness, values, and loyalty) but a negative influence on (social image, service quality, perceived leadership quality). awareness, social image, service quality, leadership-quality perception, and loyalty have a positive effect on brand equity but a negative effect on value. Brand equity has a positive effect on satisfaction, and satisfaction has a positive effect on behavioral intentions.

It can be concluded that from the results of research conducted by the author, LaLaLa Festival is suggested to pay more attention to the image of LaLaLa Festival in the eyes of visitors, especially from the results of social media communications created by users because it cannot be controlled by the LaLaLa Festival, then improve the quality of these factors. factors forming brand equity (awareness, social image, value, service quality, perceived quality-leadership, and loyalty) and not only creating good and interesting social media communication but also being able to be realized in order to create satisfaction for the visitors and form a behavioral good intentions.

Keywords: *Social Media Communications, Brand equity, Satisfaction, Behavioral Intention, Centennials, Millennials, LaLaLa Festival*