

ABSTRACT

Business development in the culinary field is expanding rapid growth. Café is one form of culinary business that is most in demand by entrepreneur. Therefore it is necessary to do a good promotion, in order to create brand awareness from consumers. Gampung Aceh is a café that offers Acehnese culinary with a modern concept. This research was conducted with the intention of analyzing and seeing the influence of social media marketing and word of mouth on brand awareness at the Gampung Aceh café.

This research uses quantitative research methods with descriptive research types. Samples were taken using non-probability sampling technique with a total of 400 respondents. Data were analyzed through descriptive analysis techniques, classical assumption tests, multiple linear regression analysis and hypothesis testing using IBM SPSS Statistics 23.

Referring to the results of descriptive analysis, the social media marketing variables as a percentage 85.1% and be included into the very good category. Word of mouth variable with percentage of 86.6% is included in the very good category and brand awareness with percentage 87.2% is included in the very good category. The results of multiple linear regression analysis on the influence of social media marketing and word of mouth on brand awareness simultaneously is 36,9%. While the remaining 63,1% is influenced by other variables not examined in this study research.

Keywords : *social media marketing, word of mouth, brand awareness*