

## ABSTRAK

The phenomenon of technological development and the dissemination of information can greatly felt changes from year to year. It could not be separated with the internet. Bandung City Government will conjure Bandung become a "Smart City", which according to Mayor of Bandung, Ridwan Kamil, to facilitate segalaurusan with high connectivity support on the use of information technology (IT). With the fasilitas Free Wifi, residents of Bandung become easier to access the Internet.

Social media is one of the goals of people to use the Internet. According to Kaplan and Haenlein (2010: 65) there are six types of social media: (1) collaboration project (Wikipedia), (2) micro blogs (Twitter), (3) the content community (YouTube), (4) Social Networking sites ( Facebook), (5) a virtual game world (World of Warcraft), and the social virtual world (Second Life). Now comes Instant Messenger which is a form of communication short message two or more people using typed text. With the presence of many Instant Messenger (IM), many competition comes the IM. One of the social media marketing communications activities through ads is LINE. LINE recently issued ads as marketing activities, namely The Influence of LINE advertisement "Ada Apa Dengan Cinta 2014" Film Version.

The purpose of this research is to find how the influence LINE's advertisement Ada Apa Dengan Cinta film 2014 film version on the uses of find alumni feature. This research using some relevant theories such as communications, marketing communication, marketing mix, advertising and consumer decisions. This research used descriptive quantitative research. The population of this research is the society of Bandung City with 400 respondent. The nonprobability sampling method by purposive sampling had been used to determine the sample's number of this research. The data of this research was analyzed by using the latest version of SPSS (Statistical Product and Service Solutions) for windows. The analysis method used was descriptive analysis, the simple regression, partial hypotheses test, normality test and coefficient determination. The results of this research is the influence LINE's advertisement Ada Apa Dengan Cinta film 2014 film version on the uses of find alumni feature in Bandung City with percentage 34,4%. While the rest of 65,5% influenced by other factors outside of the variables of this research .