

## ABSTRACT

While the Internet and smartphone technology has increased the social media, too, is growing rapidly. According to data from the Global Web Index, the average time of use of any device via social media in Indonesia is two hours 52 minutes per day. Based on the above facts, social media can not be ignored by marketers. Social media should have come to be seen as a means of marketing communications.

This research will be carried out through the measurement of customer ratings to variable Social Media Marketing, Context, Communication, Collaboration and Connection. In addition, this study evaluated the variable Brand Awareness, unaware of Brand, Brand Recognition, Brand Recall, Top of Mind, and the Dominance of Brand to the social media Twitter Followers representing IndiHome.

Methods of data collection were conducted through questionnaires via the social media Twitter representing IndiHome. obtained from questionnaires distributed 100 questionnaires were valid. Data processing is done by SEM-PLS.

Based on the results of data processing, it is known that an assessment of the Social Media Marketing variables showed a high value, imply a good perception, and for Brand Awareness variables showed a high value, imply that a good position.

Based on the research results, to improve the Social Media Marketing worth for Telkom to Increase the collaboration and for the Brand Awareness is good for Telkom to maintain stability IndiHome current position or to advance it.

*Keywords : Social Media Marketing; Brand Awareness; Twitter.*