

ABSTRACT

Along with the rapid development of technology, the development of the Internet has increased. With the increasing development of the Internet, the social media applications are increasingly prevalent in the community. This study aims to determine the effect of using social media on brand awareness of ASUS smartphone brand. This type of research used in this research is descriptive and verified (causal). Sampling technique used in this research is using non-probability sampling technique with purposive sampling method. Samples obtained are as many as 400 people who were to followed and liked the social media Facebook and Twitter account from ASUS Indonesia. The analytical method that used in this study is a simple linear regression analysis. The results showed that they used social media included in good categories. The results also showed that the consumer brand awareness ASUS smartphone brands included in good categories. A significant difference between the use of social media for brand awareness smartphone from ASUS is 49.5%. Researchers suggest that PT ASUS Indonesia retains marketing through social media. The researchers also suggest to PT ASUS Indonesia to be more active in using social media in providing information about the products and also more to follow up the issues of consumer complaints.

Keywords: Use of Social Media, Context, Communication, Collaboration, Connection and Brand Awareness