

ABSTRACT

Nowadays, almost everyone have a smartphone with offering various facilities, one of them in terms of communicating through social networking applications. With the application of social networking makes it easier to spread information and become viral among netizens. LINE is the most popular social networking application in Indonesia. This suggests that the marketing strategy implemented by LINE could gain the sympathy of potential users and retain users in Indonesia to increase the value of the brand LINE own.

The purpose of this study is to determine the role of viral marketing in the LINE app, to determine brand equity within the LINE app, and to know the effect of partial and simultaneous viral marketing to brand equity within the LINE app.

This type of research is descriptive and causal research. The sample in this study were 130 respondents who are LINE users. Data analysis technique used descriptive analysis and multiple linear regression analysis.

Based on this research, the role of viral marketing applied by LINE included in good categories with a percentage of 80.01%. Brand equity which is perceived by respondents in the LINE app tincluded in good categories with a percentage of 79.3%. Partially, from six viral marketing variables, only three variables are proven to provide significant influence on brand equity within the LINE app that is, provides for effortless transfer to others, scales easily from small to very large, and exploit common motivations and behaviors. Simultaneously, there are significant simultaneously or jointly between Viral Marketing Brand Equity on the dependent variable (Y).

Keywords: *Viral Marketing, Brand Awareness, Perceived Quality, Brand Associations, Brand Loyalty, Brand Equity*