

ABSTRACT

Along with the increasing of technology development, development of the Internet surely has increased . With the increasing of internet development so the social media applications are increase in many communities. This research aims to determine how the responses of respondents about the use of social media and Brand awareness of HijUp.com and to determine how much influence of using the social media for level of Brand awareness Hijup.com in Bandung.

The testing factors in this research is the use of social media as independent variables with indicators are Context, Collaboration, Communication, and Connection. While for Brand awareness as the dependent variable, the indicators are unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind.

This type of research used in this research is descriptive and verification (causal). The scope of population that used in this reaserch is social media users in Bandung. Data sampling technique using non-probability sampling technique with insedental sampling method, and the sample size is 500 citizen of bandung. The analysis method used in this research is a simple linear regression analysis with a significance level of 5%. The program used to analyze the data using the Statistical Package for Social Sciences (SPSS) Ver. 21.

The results showed that the use of social media in HijUp.com is included in satisfactory category, and Brand awareness HijUp.com respondents included in enough category, that means the consumers HijUp.com not aware with HijUp.com as islamic fashion Brand. While based on the hypothesis testing results show that the use of social media significantly positive effect on Brand awareness of HijUp.com. With the magnitude of the effect of 4,0% while the remaining 96,0% is a other factors that not examined in the study.

Keywords: *Brand awarenes, Islamic Fashion, and The Use of Social Media .*