

## ABSTRACT

The development of the Internet in Indonesia is growing rapidly, as evidenced by the increasing number of internet users. This is an opportunity for marketers to use digital communication as a means of marketing. Domino's Pizza is a pizza restaurant fast-food providers who use digital communications in its marketing. Digital communications may include online communication, social media communication, and mobile communication. Digital communications used to have a part in creating a brand awareness in the minds of consumers.

This study is a causal descriptive study using a quantitative approach. The population in this study is the consumers of Domino's Pizza that know online media, social media, and mobile media of Domino's Pizza with a sample of 385 people scattered in seven cities in Indonesia. Data were collected by distributing questionnaires online or offline.

Analysis of data using descriptive analysis, path analysis, t test and f test. The result is that consumers Domino's Pizza had a good response to the digital communication conducted by Domino's Pizza and also very familiar with Domino's Pizza as a provider of fast food pizza. The f-test indicates that digital communications mix, consisting of online communication, social media communications, and mobile communications simultaneously have a positive and significant impact on brand awareness by 43.1%. The t-test showed that online communication, social media communications, and mobile communications each have positive and significant impact on brand awareness. Social media communications has the most impact on brand awareness that is equal to 18.58%.

**Keywords:** *Brand Awareness, Digital Communication, Mobile Communication, Online Communication, and Social Media Communication*