

ABSTRACT

The Influence Promotion Activity in Media Social Facebook Toward Brand Image Citilink Indonesia (Study in College Students Telkom University 2016)

Transportation is the need for people to move from one city in other city, even in other countries because of the distance and the time is quite short. Citilink Indonesia is a company that develops in the air transportation industry. In maintaining brand image of the company, Citilink use promotional activities. Promotional activities for the company it is the strategies to maintain and also improve the brand image of Citilink Indonesia.

In this research to know the influence of promotional activities towards the brand image. This research uses a quantitative approach with a descriptive method. A method of data analysis in this study is a simple linear regression method with the population in this research is the Telkom University's student user who is Citilink Indonesia airline and are fans of the Facebook fanspage Citilink Indonesia which where samples taken 100 respondents.

Based on the results of peneltian, obtained the results variable percentage for promotional activities of 79.80% which means the entry category either. Variable brand image of 73.77% which means the entry category either. The determination of the test results show that magnitude value of the promotional activities towards the Brand image is of 18.4% whereas the rest 81.6% which is another variable that is not examined

Keywords : *Promotional Activities, Brand Image, Facebook, and Citilink Indonesia.*