

Abstract

The Internet has changed the way delivery of information and communication in our lives. One of the business opportunities with the development of the Internet is an Internet Service Provider Industry. PT. Innovation Tjaraka Buana is the management company "MyNET", a service provider in internet that was built in 2013. The brand (brand) is not only a mention of the name of a product, but also the identity that shows the credibility, integrity and values in the company and delivered through products or services.

This type of research is descriptive and causal research using survey method with a sample of 300 respondents mynet users. Technical analysis used is descriptive analysis and simple linear regression analysis.

Based on this research, the role of marketing communications carried out by mynet included in the category quite well with a percentage score of 67.3%.. Brand equity perceived by respondents to mynet are in both categories with a percentage of 68.5% .In simultaneously, there are significant simultaneously or together -Same between marketing communications (X) Brand Equity on the dependent variable (Y). Of the four variables of marketing communications, there are three sub variables perceived by customers in good condition, which is easy to advertising, sales promotion, and word of mouth.

Keywords: *Brand Equity, Marketing Communication.*