

ABSTRACT

Technological development has provided to our generation an easier life in terms of connecting to each other with the blurring boundaries of time and place. According to a survey conducted by wearesocial.com in 2016, 79.0 million out of 88.1 million Internet users in Indonesia are active social media users. Therefore, there has been an increasing number of companies making use of social media to market their products, including ZAP Clinic. Along with the use of social media by ZAP Clinic, the brand equity of the company has become stronger as signified by the company being selected as TOP Brand Award 2016 for the first time. This research aims at understanding to what extent Instagram, as a social media, influences the brand equity of ZAP Clinic, through the company's Instagram account @zapcoid. This research used quantitative method with explanatory research as its type of research. The data was collected through online questionnaires that were spread via direct messages to a hundred Instagram followers of @zapcoid that had done any treatment at ZAP Clinic. The sampling technique was purposive, while the analysis technique was simple linear regression with the use of Statistical Package for Social Sciences (SPSS). This research demonstrates that social media (X) significantly influences the equity of a brand for 0.621 or 62.1%, while the remnant 37.9% is the contribution of other variables that were not assessed.

Keywords: social media, brand equity, ZAP Clinic.