

ABSTRACT

Technological developments have been very advanced so that we can access the information we want to know, today's technology has many benefits and one of them is the utilization of digital media as a marketing target. In Indonesia, the influence of social media marketing began to feel easily felt by the company in the form of CV or PT nowadays, the company almost implements social media marketing system because they easily market their products and need Minimal cost but can reach all over Indonesia even for the world.

The purpose of this research is to know the influence of social media marketing on brand awareness CV. Indolecture Pramadana Creations. Data collection is done by spreading the questionnaire to the community of 100 social media users and following social media Indolecture and also interview with CEO CV. Indolecture Pramadana Creations. The research methods used are quantitative as well as the data analysis techniques used are simple linear regression.

The results of this study have shown that the variables of social media marketing are in an excellent category of 80.79% and the brand awareness of Variaber is on a very good category of 81.18%. As for the influence of the independent variables learned is 0.439 or 43.9%, it shows that Social Media Marketing affects the brand awareness of CV. Indolecture Pramadana Kreasi. While the remaining 56.1% is affected by other variables that are not researched.

Keywords: Social Media Marketing, Brand Awareness, Simple Linear Regression Analysis, Quantitative Methods.