

ABSTRACT

The development of the industrial world has now entered the 4.0 era where technology has become the basis in human life. This era has influenced many aspects of life in the fields of economy, politics, culture, art and even education. In Indonesia now entering the industrial era 4.0 it is known that there are many shifts in people's habits from manual to digital such as the development of the economic world from manual to digital. Edulogy is a company engaged in competitive education facing Edulogy which is increasingly competitive with the presence of competitors. This study aims to determine the effect of social media on brand awareness in Bandung 2019

The research method used is descriptive research method. The research data were obtained from distributing questionnaires. The research method used is the research method used is non-probability sampling with the type of purposive sampling, data collection by distributing questionnaires to 100 respondents by using the Bernoulli approach. The results of questionnaire distribution were obtained through the help of Microsoft Excel and SPSS 25.00. The analysis technique of this research is simple linear regression.

Keyword: Brand Awareness