

ABSTRACT

Instagram users in Indonesia increase from January until September 2020. A lot of businesses and corporates use it to communicate with target market in delivering messages. It is also applied in start-up with website base, named Hearo which run in broadcasting as a platform for listening online radio. This research aims for find out and analyze the influence of Social Media Marketing Activities to Hearo's Brand Awareness on Instagram. The research method is quantitative method with causal associative type of method. It uses non-probability sampling to 97 respondents who know Hearo's Instagram, active students, and followers Hearo's Instagram. Research result based on descriptive statistic for Social Media Marketing Activities variable consist of entertainment (90,7%), informativeness (88,8%), interaction (86%), trendiness (92%), customization (85,9%), personalization (86,5%), and word of mouth (86,5%). Social Media Marketing Activities variable has 88% average point which can be categorized as excellent. On Brand Awareness variable consist of three dimensions, which are brand recognition (89,3%), brand recall (85,3%), and top of mind (79,8%). The average point of brand awareness variable is 84,5% which can be categorized as excellent. Social media marketing activities and brand awareness show a linear relationship, so the conclusion is social media marketing activities has an effect on brand awareness.

Keyword: Social Media Marketing Activities, Brand Awareness.