

## **ABSTRACT**

*Nowadays, the development of technology is increasing rapidly, especially in information technology. It indicated by the growth of internet users in Indonesia which is increasing every year. This shows that there is a fact that there is a potential market for online travel agents. Tiket.com, was launched in 2011, is a pioneer in the field of online travel agents in Indonesia. Related to it, the potential that causes the development of the online travel agent field which results in competition in the public view of competition. Because of this competition online travel agents carries out advertising activities that adapt to the developments which existing consist of social media.*

*The purpose of this research is to know the effect of advertising awareness on Tiket.com social media in creating brand equity with brand awareness and variable brand image that affect Tiket.com consumers.*

*The researcher uses quantitative methods in this study, collecting data by distributing questionnaires as many as 400 respondents of Tiket.com who had seen Tiket.com advertisement on social media. The analysis technique uses descriptive analysis and Structural Equation Model (SEM) by using AMOS24 software.*

*Based on the test results, it can be concluded that advertising awareness Tiket.com has a positive influence on brand awareness Tiket.com, advertising awareness Tiket.com has a positive influence on brand image Tiket.com, advertising awareness Tiket.com has no positive influence on brand equity Tiket.com, brand awareness Tiket.com has a positive influence on brand image Tiket.com, brand awareness Tiket.com has a positive influence on brand equity Tiket.com, and brand image Tiket.com has a positive influence on brand equity Tiket.com.*

*Based on the research results, it can be implemented. First, Tiket.com needs to increase the intensity of advertisement appearances on social media. Second, Tiket.com can increase and show the quality of service that impresses consumers. Third, Tiket.com needs to increase advertisements by convincing consumers that Tiket.com is one of the best brands that excels the pioneer side in the experience of providing services, has the most partnerships with hotels or airlines, and a trusted travel partner. Fourth, Tiket.com needs to develop unique innovations. For the examples: services that make it easier for consumers and take advantage of modern technology in the selection of payment options which are more fintech than other online travel agents.*

*The next researcher is expected to add variable brand loyalty and variable perceived quality, or follow literature studies on the effects of brand equity dimensions on the intervening variables. In addition, It can use other variables on independent variables, such as product prices.*

**Keywords:** *Advertising Awareness, Brand Equity, Brand Awareness, Brand Image, Social Media, Tiket.com.*