

ABSTRACT

The world rapidly changes. In recent years, the development of the telecommunication system in Indonesia has rapidly given an impact that touches all aspects of human life include the way of communication which is getting more sophisticated. Thus PT Telekomunikasi Indonesia Tbk, delivered Flexi CDMA to fulfill the needs and wants of customers. As the development of technology is rapidly changing, many competitors come out in CDMA. The creativity in making the brand stick in the consumer mind is needed. This is related to nowadays' social media phenomenon. The raising of social media users in Indonesia especially in Facebook and Twitter users are number two the largest after United States and the most talkative users in the world. Therefore, Flexi have to keep the brand in consumer mind by using the effective tools to create brand awareness such as Twitter and Facebook. The research objective is to know the effect of social media towards brand awareness of Flexi product.

The method used in this research is descriptive research to explain the influence of the independent variable social media (content, context, connectivity, continuity, collaboration, and communication) consecutively referred to as X1, X2, X3, X4, X5, X6 towards the dependent variable brand awareness referred to Y of Flexi. Purposive sampling is used as a sampling technique with 100 respondents that have followed Flexi account for minimum 3 months and did interaction with Flexi using social media as their channel. Furthermore, this study used path analysis.

The results show that: In coefficient path individually test, it showed T-test > T-table (1,985). It means that the variable content (X1), context (X2), connectivity (X3), continuity (X4), collaboration (X5), and communication (X6) together influence on brand awareness (y). Social media variable including content, context, connectivity, continuity, collaboration, and communication simultaneously influences brand awareness with R.Square value, 0,606, with variant error 0,363. Therefore, if Telkom Flexi pay attention to the usage of social media in order to make a brand awareness, there will be 60,6% effect.

The usage of social media for remembering Telkom Flexi brand has been good enough, so things that are connected with content, context, connectivity, continuity, collaboration, and communication should be increased in order to make Telkom Flexi keep in people's mind and not easily forgotten, as we know that there are more products that able to compete Flexi brand.

Keywords: Social Media, Brand Awareness, Content, Context, Connectivity, Continuity, Collaboration, Communication