

## THE EFFECT OF TWITTER AND FACEBOOK TOWARD BRAND AWARENESS OF TELKOM FLEXI

Maria Fransisca Uli<sup>1</sup>, Dr. Yudi Pramudiana<sup>2</sup>, Ir. Mm. Mt<sup>3</sup>

<sup>1</sup>Manajemen (Manajemen Bisnis Telekomunikasi & Informatika), Fakultas Ekonomi Bisnis, Universitas Telkom

---

### Abstrak

**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

---

Telkom  
University

## CHAPTER I INTRODUCTION

### 1.1 Research Overview

#### 1.1.1 An Overview of PT Telkom Indonesia Tbk

PT Telekomunikasi Indonesia, Tbk. (Telkom Indonesia, or TELKOM) is a full-service provider of information, communications, and telecommunications networks in Indonesia. TELKOM claims to be the largest telecommunication company in Indonesia, with the number of 15 million fixed telephone subscribers and 50 million mobile phone subscribers. TELKOM is one of the state-owned enterprises

As for they are as follows: To become a leading info Com player in the region. Telkom attempts to position itself as leading infocom Company in Southeast Asia, Asia, and will continue throughout the Asia Pacific region.

#### 1.1.2 Business Unit of PT Telkom Indonesia Tbk

PT TELKOM Indonesia Tbk as a leading telecommunication company in Indonesia that provides a new service with the latest technology, CDMA (Code Division Multiple Access). CDMA is the technology of voice and data access, where each user uses its own unique code to access the same frequency channel in a system. On CDMA, the information signal on transmitter decoding is distributed by 1.25 MHz band width (spread spectrum). Then on the side of the receiver, the decoding is done in order to obtain the required information signal.

1  
Telkom  
University

Through its Division of Fixed Wireless, PT TELKOM Indonesia Tbk, will use CDMA as fixed wireless digital phones that are used as home phone (fixed phone) and mobile phone (mobile). The CDMA-based fixed wireless service is branded as "Telkom Flexi", as a limited mobile phone in the area code. This is possible because "Telkom Flexi" has a limited mobility feature. The experts agree that CDMA's sophistication is far beyond GSM which is now widely used by mobile phone operators in Indonesia. The mobile phone (hand phone) businessmen estimate that "Telkom Flexi" receives positive feedback from public considering that its charge is much below the GSM because the investment costs are very cheap. The presence of "Telkom Flexi" relieves the future costumers that have been waiting for economical mobile phones, or mobile phones' customers who desire an alternative mobile phone.

There are sample pictures of home phone (fixed phone) and mobile phone (mobile), such as:

**Figure 1.1**  
**Flexi Home**



**Figure 1.2**  
Mobile Phone



Telkom Flexi owns a variety of products for customers. The characteristics of these products of Telkom Flexi are as follows (www.telkomflexi.com):

- a. Flexi Combo
- b. Flexi Data Net
- c. Flexi Classy
- d. Flexi Trendy
- e. Flexi Millis
- f. Flexi Wap

**Figure 1.3**  
Some pictures of Telkom Flexi product



There are service programs of Telkom Flexi which are categorized as customer care, such as:

- a. customer center
- b. plasa telkom
- c. Flexi centre
- d. Info Billing
- e. Coverage Area

### 1.1.3 The Competitors of Telkom Flexi

The code division multiple access (CDMA) technology-based telecommunication service has become an alternative for users of mobile phones, after the use of GSM (global system for mobile communication) that has already been brisk cellular market. Currently, there are 5 companies in CDMA operators shown on table below:

**Table 1.1 Operators of CDMA in Indonesia**

<b>Operator and Cellular Communication Service CDMA Indonesia</b>	
Bakrie Telecom	Esia, Wifone, Wimode, AHA
Indosat	StarOne
Telkom	Telkom Flexi
Sampoerna	Ceria
Smartfren Telecom	Smartfren

Sources: Wikipedia

According to the research result of MARS Indonesia contained in "Indonesian Consumer Profile 2008", Flexi and Esia tightly compete to be CDMA simcard, for both prepaid and postpaid, that is mostly held by mobile phone users in Jakarta and Surabaya. Then later on is followed by Fren,

StarOne, Smart, and others. For prepaid, Esia outperforms Flexi (Trendy) in Jakarta with a portion of 47.3% versus 40.8%. While Flexi Surabaya victorious in convincing enough to share 83.1%, followed by Fren of 12.4%. Flexi's triumph in Surabaya is quite reasonable considering that was where Telkom product was first launched, while Esia is not in the big 3. For postpaid, Flexi (Classy) and Esia compete in the capital city with equally share figures of 43.3% respectively. While in Surabaya, the domination of Flexi remains unbroken, with the acquisition of 88.9%. The second and third positions are placed by Fren and StarOne, both shares the same rate of 12.0% respectively. (Computer Magazine, HP, and Electronic "Hardware Magazine" published in July 2010).

In November 2010, Marketing.co.id did survey done by TNS to measure brand in the eyes of 2.000 respondents in 14 cities in pre-paid CDMA. The result in "affordable" category is Flexi, beat Esia as the second rank.

## 1.2 Background Research

The world rapidly changes world. In recent years, the development of the telecommunication system in Indonesia has rapidly given an impact that touches all aspects of human life. Communication is a process of interaction to connect from one party to another, which originally went on as simple as starting with a number of ideas or thoughts in a person's mind to communicate information which is then encapsulated into a message and then delivered directly or indirectly by using visually coded language, voice code, or writing code.

Means of communication that transform into landline (*fixed line*), cell phone (*mobile phone*) and the internet has grown so quickly in such a way. So that people begin to realize the increasing development of information and

communication technology has become sophisticated, and that facilitates the needs of society in terms of information and particularly the process of communications.

Therefore, PT Telekomunikasi Indonesia Tbk, which is later called as TELKOM or the Company, is the largest corporation of information and communication (Infocom) as well as the complete service providers and telecommunication network (*full service and network providers*) in Indonesia that provides new services with the latest technology, called CDMA (*code division multiple access*) which is a voice and data access technology, where each user uses its own unique code to access the same frequency channel in a system.

Through the Division of Fixed Wireless, PT. Telkom Indonesia Tbk uses CDMA as a *fixed wireless* phone which is used as a home phone (*fixed phone*) and mobile phones (*mobility*). The CDMA-based *fixed wireless* service is branded as "TELKOM", a mobile phone that is more excellence than the previous (<http://www.telkomflexi.com/corporate/index.php?page>). Fixed Wireless Access service, Flexi, of PT. Telekomunikasi Indonesia Tbk (Telkom) has gained a Forsel Award 2011 for the category of "The Most Favourite CDMA Operator" after winning the same category in 2010. This survey process is made through kompas.com, social media like Facebook and Twitter, and through various printed media representing segmentation. Innovation and benefit offered by Flexi proven to have had a positive response from the society and at the same time to improve a positive perception for Flexi service, such as the using of @FlexiIrit (18,564 followers, on 2<sup>nd</sup> February 2013) and FlexiMania fan page (22.612 likes, on 2<sup>nd</sup> February 2013) as their channel to get closer into the market. The award received has added a number of awards and recognition from the society upon Telkom service. Previously, Telkom has also had the "Indonesian Brand

Champion Award 2011” from MarkPlus. MarkPlus Insight and Marketeers also did “Indonesia Brand Champion Award 2012” which also the part of survey “Brand Competition over Netizen Cake”, involved 635 respondents through phone and internet. To determine the award winner, the team from Top Brand together with Frontier Consulting Group and Marketing Magazine did a research in 8 big cities in Indonesia, namely Bandung, Jakarta, Makassar, Medan, Semarang, Surabaya, Balikpapan and Pekanbaru.

In that research, the team gave three questions to the correspondent; top of mind awareness, last used and future intention. Top of mind method asks the first brand mentioned by respondent based on product category, last used is based on the last brand used on the category, while future intention asks the brand that the respondent wants to use in the future. And the result is followed:

**Table 1.2**

**Most Popular CDMA Operator Brand 2012**

Rank	Award Category	CDMA Operator
1.	Gold	Flexi
2.	Silver	Esia
3.	Bronze	SmartFren

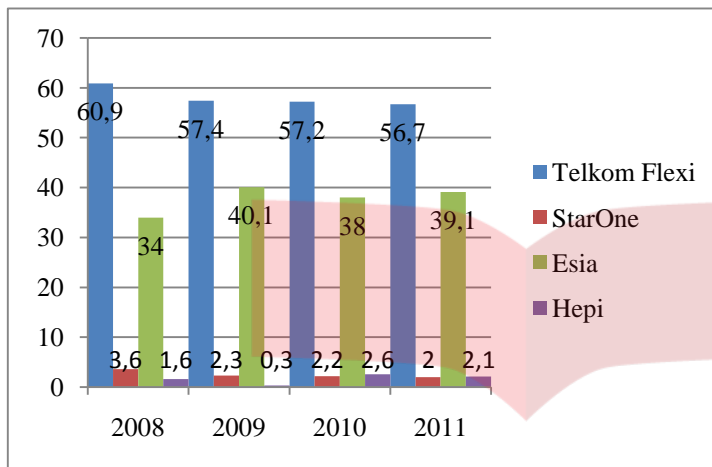
Sources: MarkPlus Insight and Marketeers Magazine, 2012

Tight competition among CDMA Operators like tariff war and penetration occurred in CDMA operating organization in the country also a challenge to the company to be more creative and quicker to catch the needs, wants, and expectation of market. A decision to buy of a customer to buy the telecommunication product does not only because of the incentive of beneficial and functional but also the role of a brand in the mind of customer. The market lately is different from the old times. The development of technology changed the way they get more critical in choosing the brand. The



brand itself one of the factors that influence the customer base of each operator as the next table shown from:

**Table 1.3**  
**Market Share of Fixed Wireless Network in Indonesia**



Sources: [www.statistik.kominfo.go.id](http://www.statistik.kominfo.go.id), March 2013

The table above is shown that Flexi has the biggest market share followed by Esia. The rank is same as the survey of “Most Popular CDMA Operator Brand 2012” talking CDMA in terms of popularity or brand awareness of the CDMA product in consumer mind. The well known the brand, the greater the probability of market to use the product as it is the only brand that arises in consumer mind when talking about CDMA product category. With the aim of reaching a good image, Telkom Flexi continues to develop its products and program services in order to obtain information easily and quickly. There is also a program, *sure price*, which is a program that provides special rates for all users of Telkom Flexi products, such as *Flexi Trendy*, *Classy Flexi*, *Flexi Home*, etc. Telkom Flexi has also managed



to improve clearer sound quality, faster service and lower radiation terminals that provide security for the brain, the more extensive coverage, and smoother cross-carrier SMS, high-speed data access, there are hundreds of content that can be accessed via sms , internet and wap.

Various advantages that are offered are one of the efforts made by the company in order to gain consumers or the public interest, and they decide to use and buy products of Telkom Flexi. Therefore, this brand is kept to be the only communication device for consumers. The extent to which a brand is kept in consumers' mind is known as brand awareness. Brand awareness is as one important dimension of brand equity formation. Brand awareness is an aspect that is reflected from the consumers' ability to recall specific brands and identify the brand into a particular product category. The high brand awareness of a brand will make the brand become the only one that consumer remember and use.

Many factors that affect brand awareness, one from many are social media. It is no longer broadcast or one way communication but learning to listen to the market. In this case, as quoted in Kompas on July 2011, there is relation between brand and targeted audience. Based on this, the using of social media which has two sided effect could be used by Flexi to engage and change the negative opinion of audience. Social media is a group of Internet-based applications that builds on the foundation of ideology and technology, and which enables the creation and exchange of user-generated content (Kaplan, 2010:59).

If traditional media uses printing and broadcasting, social media use the internet. A user can access social media using the internet even the network is going slow, without great expense, and with no expensive equipment, and it can be done alone without employees. So quickly people can access social media is resulted in the phenomenon of the information

flow. The speed of social media is now replacing the conventional role of the mass media in conveying information. Besides that, today it is hard to find our colleagues who do not have social media account, both elderly and for young people with cyber space literacy, social media is a necessity. It is an integral part of many people's lives, particularly in several Indonesia urban areas. We even usually find how Indonesian youth generation recently becomes fully globalizing cyber space citizens. The landscape of business world has changed. Increasingly, tight business competition encourages players to think about making creative marketing strategies to produce sustainable business (SocMed Magazine, January, 2013).

Social media becomes the largest portion of consumers that spend their time online. For the observant and astute marketers, the enormity of the development of social media can be used as a space to promote their products to consumers (SWA Magazine, 2012). SWA Magazine did research in 2010, for Indonesia "Most Popular Brand in Social Media" by grouped 33 brands and record 600 million site page in Bahasa, 8 million Twitter accounts and its communication, and 10 million Facebook account. From those groups, they do conversation mapping towards brand and personality to get the key words with the highest frequency written in internet, Twitter, Facebook, and other social media. After that, they measure how big its relevancy towards brand and its personality. And the result from that research is Esia as the winner followed by Flexi in CDMA category. Nowadays, social media that is most used are Facebook and Twitter this is related to data obtained by SWA Magazine, social media usage from several countries, including Indonesia, are listed in the following table:

**Table 1.4**  
**Country of Social Media User**  
**Until December, 2012**

Country	Social Media User (per- million people)	
	<i>Facebook</i>	<i>Twitter</i>
USA	155,70	107
Indonesia	43,06	19,5
Brazil	40, 03	33
Japan	37,21	29
UK	31, 84	24

Sources: SWA Magazine, Sunrise 15-28 March 2012

According to the above data, Indonesia is the second Facebook user that is placed after USA (United States of America) and Brazil, Japan, and the UK are the world's fifth-largest after USA. Supported by the research of wearesocial.sg, The Fastest Growing Countries in 2012, Indonesia ranked number 4 after Brazil, India, Japan, with the growth is about 9,714,260 active users from January 1<sup>st</sup> – December 31<sup>st</sup>. Furthermore, according to data obtained by semiocast.com, in terms of the amount of tweets, Indonesia is most talkative country in the world. Supported by Google Advertising Planner on May 2011, the average of Indonesian internet users that accessed Twitter per day is about 16 minutes and for Facebook is about 28 minutes. This is shown that time consumed to accessed social media in Indonesia is quite big. Furthermore, 30% of world trending topic was generated by Indonesian. This fact made Indonesia become the capital country in Asia for Twitter.

Based on Social Media Indonesia Infographic, 2012, the demographic of Indonesian social media users:

- a. Facebook users is 49,9 million users compared to Twitter with 29,4 million users.
- b. Mostly the users are male with 59% while the rest of percentage is female.

According to the facts mentioned above, social media cannot be ignored by marketers. Social media have already started to be seen as means of marketing communication. The role of social media for marketing world is increasing noticeably. Social media is a new media of marketing communication for marketers and brand owners to strengthen and develop its brand. The existence of a broad distribution of consumers and the concept of flexible media allow consumers to form a community with a special interest, speed and character open to establishing closeness and interaction with consumers and potential consumers (SWA Magazine, 2012).

The results of a number of strong brands occupy top position in the market. According to the category of CDMA Simcard, Flexi ranks in the third position after Esia and Smartfren on the results of the survey with the theme of Indonesia Most Favourable Brands in Social Media, as shown in the following table:

**Table 1.5**  
**Most Favourable Brands in Social Media**  
**CDMA Category**

Brand	Volume	Page Rank	Social Media Brand Score	Category Attribute
Esia	34.804	5.018	10	Economical, good, satisfied and steady
Smartfren	2.374	4.795	6	
Flexi	5.558	2.782	4	
Star One	560	0.914	1	

Sources: SWA Magazine, Sunrise 15-28 March 2012

According to the above data, the volume explained about how often people talk about the brand with favourable attribute (neutral-positive sentiment) and social media brand score is the result from the aggregation between volume and page rank. Social media brand score explained how often the favourable attribute being talked in the market. This table stated that

Flexi has a not quite good ranking position compared to other operators in terms of using social media to create strong brand.

The table above compared to the research from Markplus Insight in Table 1.2 which explain the most popular CDMA operator brand measured from many aspect not only social media where Flexi ranked number one leads to the question of the influence of social media towards the brand.

So based on the tight competition in CDMA which leads in winning the brand in the mind of costumer with creative ways as the development of technology especially the using of social media changed the landscape of business, the role of social media in extent the brand awareness has been important aspect in marketing. Furthermore, the importance of social media in the existence of brand as the speed of information of a desired product through social media will quickly be able to strengthen a brand, especially for Telkom Flexi product; therefore the author has selected the title of the study: "The Effect of Twitter and Facebook toward Brand Awareness of Telkom Flexi Product".

### **1.3 Problem Formulation**

The formulations of the issues raised in this study are:

1. How is the using of social media of Telkom Flexi?
2. How is the brand awareness of Telkom Flexi from social media users?
3. How big the effect of social media on brand awareness of Telkom Flexi product?

### **1.4 Research Objectives**

The aim of this study is to analyze:

1. The using of social media of Telkom Flexi in terms of context, content, connectivity, continuity, collaboration, and communication

2. The brand awareness of Telkom Flexi from social media users
3. The effect of social media on brand awareness of Telkom Flexi product

### 1.5 Research Usability

- a. This study is useful as a means of empirical evidence on theories that are gained in college, and that is as an addition to the insight and knowledge of social media and brand awareness
- b. The results of this research can be used as an input or information regarding social media and brand awareness as well as to formulate the appropriate marketing of the products offered by the Telkom Flexi Company.

### 1.6 Thesis Writing Systematic

The writing systematic is made to facilitate the reader in understanding this study, so the researchers divide it into several chapters.

The writing systematic of this study is:

#### **CHAPTER I: INTRODUCTION**

This chapter provides an overview of the research object, background issues, formulation of the problem, research objectives, study usability, and writing systematic.

#### **CHAPTER II: LITERATURE REVIEW AND SCOPE OF RESEARCH**

This chapter contains a description of the research literature, related theories of research that support the solution of the problem, a frame of mind, and the scope of the study.

#### **CHAPTER III: RESEARCH METHODOLOGY**

This chapter contains the type of research that is used, the operation of variables and measurement scales, phases of the study, population

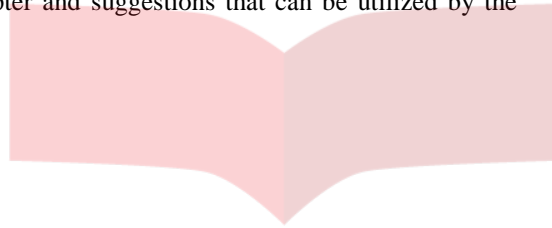
and sample, data collection, validity and reliability, and data analysis techniques.

#### **CHAPTER IV: RESULTS AND DISCUSSION**

This chapter will explain the discussions and analyzes carried out in detail so that it will provide a clear picture of the problems occurred and the alternative solutions to problems encountered.

#### **CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS**

This chapter contains the conclusions of the analysis and discussion in the previous chapter and suggestions that can be utilized by the company.



15  
Telkom  
University



## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

The analysis of social media effect, specifically Facebook and Twitter towards brand awareness could be concluded as follows:

1. The usage of social media Facebook and Twitter Telkom Flexi is rated good by respondents as the score is consider to the six of sub variables which are content, context, connectivity, continuity, collaboration, and communication. In content sub variable, respondents rate the message that has been delivered accurately, completely and relevantly as what it need. On context sub variable, respondents agree that the writing of the research is quite interesting. The way of delivering and the discussion which is used is good and the apppearance is catchy. On content sub variable, respondents rate the intensity of relation between users have been intertwined better, and they have shared experience as long as they use Telkom Flexi brand. On continuity sub variable, the same likeness of Flexi and continously information make the respondents remember this brand. On collaboration sub variable, respondents' understanding toward Flexi is quite high. Other than that, the continously information in Facebook could make the respondents remember and know Telkom Flexi brand. On collaboration sub variable, cooperation and collaboration that are intertwined well in Twitter will make Telkom Flexi brand known and community will be made because of this cooperation. On communication sub variable, message that has been delivered by Facebook or Twitter, could make communication and relation between the users of Telkom Flexi so they automatically will not easily forget this brand.

1  
Telkom  
University

2. In this research the variable the brand awareness is measured by six indicators, which are an easy-to-remember brand, slogan/Tagline that is easy to say, an easy-to-know logo, symbol that has deep meaning, can remember the brand among the other brands, easy to remember some Telkom Flexi's characteristic. Based on the response from respondent, the brand awareness classified as very strong which is 80,57%. With the highest response is for the statement of able to quickly differentiate Flexi between the other brands. This is shown the positioning of Flexi in the market is pretty good. However, the lowest response is toward the meaning of flexibility in terms of symbol. The symbol does not give deep flexible meaning as the identity or differentiation to the customer.
3. Based on the result of path analysis, social media variable including content, context, connectivity, continuity, collaboratio, and communication simultaneously influences brand awareness. Thus, if Telkom Flexi management pay attention to the usage of social media in order to make a brand awareness, there will be 60,6% effect. The highest individually test is content which means Flexi could create better content in social media, the brand awareness will increase for 43,3%. The lowest one is communication aspect in creating brand image. The way Flexi deliver or share the message in Facebook and Twitter need to be improved so leads to two ways communication between Flexi and audience in order to create brand awareness.

## 5.2 Suggestion

Suggestions that can be given are:

1. 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 with using social media also. The more creative Flexi using social media as the channel, the better will be the brand awareness of Flexi, such as keep updating the message and made as complete as possible, and keep the relevance with customers.

2. Telkom Flexi should more focus especially to the communication aspect as it assumed not optimum enough compare to other aspects. Some way to make the communication aspect better by giving response faster and wise to listen and response the negative comment from the social media users by developing proper words in social media. Besides that, Flexi should response the comment or questions from all the users of social media not only few, so the brand itself would be stick in customer mind because Flexi create the perspective of engaging and care about customer. It will be good for Flexi brand in the future.
3. For the next research, it is suggested to add more samples with sampling technique in order to get more accurate and objective result. Furthermore, the next researcher could interview the social media division of Telkom Flexi and get deep analysis for the using of another social media such as Linkd, Youtube, and so on. In this research the R-square is 60,6%, while the remaining from R-square that not researched by the author is 36,3%, could be researched for other researcher that who wants to research about social media network such as another 8C from Hermawan Kertajaya theories.

## REFERENCES

- Aaker , David A (2007) *Managing Brand Awareness: Capitalizing on the Value of a Brand Name*, New York: The Free Press
- Alif, M. Gunawan (2007) *Indonesia Media and Advertising Review, Media Scene*, vol 19. (p40-43)
- Arikunto, Suharsimi. (2008). *Manajemen Penelitian*. Cet. XI. Jakarta: Rineka Cipta
- Brian Solis, 2010. *cultural Voyeurism and Social Media*. Retrieved November 4 2010, from <http://www.briansolis.com/cultural-voyeurism-and-social-media/>
- Belch, George E. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. Mc Graw-Hill Company, New York
- Brenner, Michael. (2009), *Global Marketing, Spain : Business Economics Department, Autonomous University of Barcelona, Spain*.
- Brauner, L. (2009). "8 Simple Ways to Penetrate Social Media Clutter". Retrieved January 8, 2010 from <http://online-social-networking.com/8-ways-to-penetrate-social-media-clutter>
- Chernatony, De Leslie. (2008). *A Model for Strengthening Brand Equity*, [www.proquest.umi.com](http://www.proquest.umi.com)

Cooper, Donald R, Pamela S. Schindler. (2008). *Business Research Methods*.  
New York: McGraw-Hill/Irwin

Damayanti. Erlina (2011), *Pengaruh Advertising Terhadap Pembentukan Brand Awareness Serta Dampaknya Pada Keputusan Pembelian Produk Kecap ABC*, Program Pascasarjana Program Studi Magister Manajemen Universitas Pancasila Jakarta

Das, N (2009). "The Advantages and Disadvantages of Social Networking.  
*Retrieved January 8, 2010, from [http : / www. mytripleadub.com/blog/romance-relationships/advantages-and-disadvantages-social networking](http://www.mytripleadub.com/blog/romance-relationships/advantages-and-disadvantages-social-networking)*

Evans, Liana (2009). *Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media*, Princeton: University Press

Evans, Dave. (2008). *Social Media Marketing An Hour A Day*. Indianapolis:Sybex

Glynn, W. Mangold; David, J Faulds (2009) *Social Media: The New Hybrid Element of The Promotion Mix*, Business 52, 357-365

Golden, Michelle (2011), *Social Media Strategies for Professionals and Their Firms*. New Jersey: John Wiley & Sons.

Griffin, Ricky W. (2007). *Bussines*. New Jersey: Prentice Hall International Inc

2  
Telkom  
University

<http://www.telkomflexi.com/corporate/index.php?page>

<http://www.fredcavazza.net>

Interbrand Group (2008). *World's greatest brand: An international review*.  
New York: John Wiley.

Irawan, Prasetya. (2007), *Logika dan Prosedur Penelitian*. Jakarta: STIA  
LAN Press

Janrain (2008), *The Definitive Guide to User Management*. New York:  
Penguin Press

Kaplan, Andreas M.; Michael Haenlein (2010), *Users of the world, united  
The challenges and opportunities of Social Media*. Business Horizons  
53(1): 59–68.

Kusnaedi, (2005). *Analisis Jalur Konsep dan Aplikasi dengan Program SPSS  
& Lisrel 8*. Jawa Barat: Jurusan Pendidikan Ekonom UPI

Kotler, Philip. (2009) *Manajemen Pemasaran : Analisis, Perencanaan,  
Implementasi dan Pengendalian Buku II*. Jakarta: PT Prenhallindo.

Kotler, Philip. dan Keller, Kevin Lane (2010). *Manajemen Pemasaran*, Jilid  
1, Edisi Ketiga belas, Penerbit Erlangga, Jakarta

- Kuncoro, Mudrajat. (2007) *Metode Riset Untuk Bisnis dan Ekonomi*.  
Jakarta:Erlangga
- Lattimore, Dan, Otis Baskin, Suzette H., Elizabeth Toth. (2010). *Public Relations: The Profession and the Practice* McGraw-Hill Company
- Locke, Christopher; Rick. L; Doc Scarles, David (2009). *The Cluetrain Manifesto*, Levine, Locke, Searls & Weinberger
- Majalah Komputer, HP, dan Elektronik "Hardware Magazine" terbit Juli 2010
- Malhotra (2010). *Riset Penelitian*. Jakarta: Gramedia Pustaka Utama
- Nelson, Sean (2010). *Social Media Marketing World*, Gower Publishing Company
- Nursevianto(2010), *Hubungan Sosial Media Terhadap brand awareness produk air minum dalam kemasan merek Aqua*, Jurnal Ekonomi dan Studi Pembangunan No. 4 vol 12 Tahun 2010
- Patton, C (2009), *The Social Networking Express*, Professional Safety, 54:11, 5(1)
- Piggot, Ike. (2010). *Marketing for Your Business*, Socio-Economic Planning Services Article 2010

Ratih, Hurriyati dan Alma, H. Buchari. (2008) *Manajemen Corporate Dan Strategi Pemasaran Jasa Fokus Pada Mutu Dan Layanan Prima*, Pathung: Alfabeta.

Riduwan, (2007). *Metode & Teknik Menyusun Tesis*, Pathung, Alfabeta

Ridwan dan Kuncoro, E. Achmad. (2008). *Cara Menggunakan dan Memakai Analisis Jalur (Pat Analysis)*. Penerbit: Alfabeta. Pathung

Sarwono, Jonathan, (2007). *Analisis Jalur Untuk Riset Bisnis Dengan SPSS*, Penerbit: Andi, Yogyakarta

Sekaran, Uma (2008). *Research Methods For Business*, Jakarta: Salemba Empat

Simamora, Bilson (2008), *Panduan Riset Dan Perilaku Konsumen*, PT Gramedia. Jakarta: Pustaka Utama

Singarimbun, Masri dan Sofian Effendi. (2007). *Metode Penelitian Survey*, Jakarta: LP3ES.

Singih, Moses Laksono dan Panji Dwi Prasetyo, (2009). "Analisa Produktivitas Kegiatan Promosi Terhadap *Brand Awareness* ISP X". *Jurnal Riset Akuntansi dan Manajemen* : 47—60.

Somantri, Ating dan Sambas Ali Muhidin, (2006). *Statistika Dalam Penelitian*. Pathung : Pustaka Setia



Sudjana, 2006, *Metode Statistika*. Pathung : Tarsito

Suliyanto (2007), *Metode Riset Bisnis*, Yogyakarta: Penerbit Andi

Suwartini (2009). “Pengaruh Kualitas Produk Terhadap Kesadaran Merek pada Pembalut Wanita Softex”, *Tesis*, Program Studi Magister Manajemen Universitas Terbuka Jakarta

Tjiptono, Fandy (2008). *Strategi Pemasaran*. Yogyakarta : Andi Offset.

Wiryanto (2008). *Pengantar Ilmu Komunikasi*. Jakarta: PT Grasindo

### Journal

Agichtein, Eugene, Carlos Castillo, Debora Donato, Aristides Gionis and Gilad Mishne. (2008). *Finding High-Quality Content in Social Media*. USA: Retrieved from WSDM journal database.

Ang, Lawrence, Chris Dubelaar and Boon-Chye Lee. (2001). *To Trust or Not to Trust? A Model of Internet Trust from the Customer's Point of View* by. Slovenia: Retrieved from Scholar journal database.

Baird, Carolyn Heller & Parasnis, Gautam. (2011). *From Social Media To Social Customer Relationship Management*. US: Retrieved from Emerald Journals database.

Bajpai, Vivek, DR Sanjay Pandey & Mrs Shweta Shriwas. (2012). *Social Media Marketing: Strategies and its Impact*. Retrieved from International Journal of social science & Interdisciplinary Research.

Bakshy,Eytan, Jake M. Hofman, Winter A. Mason, Duncan J. Watts. (2011). *Everyone's an Influencer: Quantifying Influence on Twitter*. China: Retrieved from WSDM journal database.

Brown, Jo, Amanda J. Broderick and Nick lee. (2007).*Word of Mouth Communication Within Online Communities: Conceptualizing TheOnline Social Network*.UK: Retrieved from Journal of Interactive Marketing.

Gillin, Paul. (2008).*New media, New Influencer and Implications for The Public Relation Profession*.Retrieved from Journal of New Communications Research.

Jin, Seung-A Annie. (2012). *The Potential Of Social Media For Luxury Brand Management*. USA: Retrieved from Emerald Journals database.

Luke, K (2009), *Marketing The New-Fashioned Way: Connect With Your Target Market Through Social Networking Sites*, Journal of Financial Planning, 18 (2). Pg 18-19

Petrescu, Maria& Dr. Pradeep Korgaonkar. (2010). *The Title is Viral Advertising in Social Media*. Retrieved from Scholar journal database.

Pradipta, Nada & Purwanegara, Mustika Sufiati. (2012). *Social Media Marketing For Padma Resort Bali At Legian*, Bandung: Retrieved from SBM ITB Journals database.

Rainie, Lee. (2010). *How users of social media have changed the ecology of information*. Australia: Retrieved from VALA journal database.

Thevenot, Guillaume (2007), *Blogging as a Social Media*. *Tourism & Hospitality Research*, 7:3-4, 287(3).

Toubia and A.T Stephen. (2010), *Deriving Value from Social Commerce Networks*, *Journal of Marketing Research*, vol 42, No. 2 (2010), pp.215-228

Ward, Francine D (2009) *Social Media Linking and Promotion*, London: Bantam Press

Yoo, Boonghee, Donthu, Naveen dan Lee, Sungho (2000), *An examination of selected marketing mix elements and brand equity*, *Academy of Marketing Science Journal*, Vol. 28 No. 2, p. 195-211.