

ABSTRACT

The growth of technology today has also spurred the development of social media, which was originally a means of functioning as a communication medium but is now also a marketing tool that can help brand recognition. This also happened to the Grabbrand, which is engaged in online transportation. This study aims to explain the effect of Grab's social media marketing on Grab's brand equity for consumers in Makassar City. This research was conducted in Makassar City. This study uses quantitative and causal methods which are presented descriptively. This study uses a non-probability sampling technique, namely a purposive sampling. This research was distributed to a target respondent of 200 respondents who use the Grab platform and pay attention to Grab's social media Instagram to get information and Grab services/products in Makassar City. Based on the results of the research that has been carried out, the results show that the Grab social media marketing variable has a positive and significant effect on Grab's brand equity in Makassar City consumers with an effect of up to 43.6%. The role and content on social media are considered by business owners or companies to increase the brand equity in the minds of targeted consumers or markets.

Keywords: Social Media Marketing, Brand Equity, Grab.