

ABSTRACT

The massive development of the internet has triggered changes in all aspects and industries. Including the mass media industry, so that there is an era of convergence towards conventional media to survive in the digital era. Including the Harian Umum Pikiran Rakyat which has the online news site Pikiran-Rakyat.com in the shadow of Pikiran Rakyat Media Network. Pikiran-Rakyat.com is one of the brave media that provides a lot of information and news not only for the people of Greater Bandung or West Java. It can also be accessed nationally, like other competitors, namely Kompas and Tribun News.

The aim of this research is: The aims to be obtained in this research which are designed and adapted to the problem formulation are as follows: Knowing the influence of using Search Engine Optimization on increasing brand awareness, Knowing the influence of Social Media Marketing Activities (SMMAs) on increasing brand awareness, Knowing the influence increasing brand awareness of Brand Equity and knowing the effect of increasing brand awareness on brand loyalty from Pikiran-Rakyat.com

This research method is quantitative with descriptive analysis techniques and structural equation models or what are called Structural Equation Models (SEM) and Partial Last Square (PLS)

The results of this research show that respondents' responses regarding Search Engine Optimization (SEO), Brand Awareness, Brand Equity and Brand Loyalty are in the good category, while responses to the Social Media Marketing Activities (SMMAs) variable are in the quite good category. The relationship between Search Engine Optimization (SEO) and Social Media Marketing Activities (SMMAs) has a positive effect on Brand Awareness. Meanwhile, the Brand Awareness relationship has a positive influence on both Brand Equity and Brand Loyalty.

KEYWORDS: *Digital Marketing, Search Engine Optimization (SEO), Social Media Marketing Activities (SMMAs), Brand Awareness, Brand Loyalty, Brand Equity*