

**PENGARUH SOCIAL MEDIA MARKETING FACEBOOK
PRODUK LAY'S VERSI SMILE PACK TERHADAP BRAND
AWARENESS
(Survei pada likers fanspage Facebook Lays Indonesia)**

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Abstrak

Latar Belakang Penelitian dilatarbelakangi oleh *social media marketing* melalui platform *Facebook* produk Lay's, *social media marketing Facebook* tersebut dapat dilaksanakan untuk meningkatkan *brand awareness*. Tujuan Penelitian adalah untuk mengukur seberapa besar pengaruh *social media marketing Facebook* produk Lay's versi *smile pack* terhadap *brand awareness*. Kajian Teoritis yang digunakan adalah Komunikasi, Komunikasi Pemasaran, Periklanan, Media Baru, *Social Media*, *Social Media Marketing* dan *Brand Awareness*. Metode Penelitian yang digunakan adalah kuantitatif. Pengumpulan data ini dilakukan dengan cara penyebaran kuesioner. Populasi pada penelitian ini adalah *likers fanspage Facebook Lays Indonesia* sebanyak 417.421 *likers*, untuk sampelnya menggunakan rumus Yamane maka didapat sebanyak 100 responden. Teknik *sampling* yang digunakan yaitu *random sampling*. Hasil Penelitian menunjukkan bahwa hasil uji korelasi variabel X (*Social Media Marketing*) dan Y (*Brand Awareness*) sebesar 0,665. Kemudian, hasil penghitungan uji regresi menggunakan rumus $Y=a+bX$, $Y=7,919 + 0,626X$ didapat hasil pengaruh 7,919 dan kenaikan 0,626. Berdasarkan hasil perhitungan koefisien determinasi didapatkan hasil adanya pengaruh variabel X terhadap Y sebesar 55,8 %. Hasil uji t didapat $t_{hitung} > t_{table}$ yaitu $8,824 > 1,981$ maka dapat ditentukan bahwa H_0 ditolak dan H_a diterima. Kesimpulannya adalah bahwa terdapat pengaruh yang kuat dan signifikan antara *social media marketing* terhadap *brand awareness*.

Kata Kunci : Komunikasi Pemasaran, Social Media Marketing, Brand Awareness

**THE INFLUENCE OF SOCIAL MEDIA MARKETING
FACEBOOK LAY'S SMILE PACK VERSION TO INCREASE
BRAND AWARENESS
(Survey on *likers fanspage Facebook Lays Indonesia*)**

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Abstract

The research background it is based on Social Media Marketing Lay's on Facebook, social media marketing on Facebook is being held by Lay's to increase brand awareness. The purpose of this research is to know how big the influence of social media marketing Facebook Lay's smile pack version on increased brand awareness. The theoretical used for this research are Communications, Marketing Communications, Advertising, New Media, Social Media, Social Media Marketing and Brand Awareness. The research methodology that used is quantitative. Data collection of this study was conducted in a scattering manner the questionnaire. The population in research is likers fanspage Facebook Lays Indonesia with 417.421 likers, to which sample using formulas Yamane then got some 100 respondents. Sampling techniques used the sampling random sample. The result of research showed that correlation test variable X (Social Media Marketing) and variable Y (Brand Awareness) of 0,665. Then, the result of the calculations of regression test using formulas $Y=a+bX$, $Y=7,919 + 0,626X$ obtained the results of the influences of 7,919 and an increase in the influence of 0,626. Based on the calculations of coefficient determination obtain the results of the presence of variable influence X against Y as much as 55,8 %. Testing show t acquired t count > t table namely $8,824 > 1,981$ it can be determined that H_0 were rejected and H_a accepted. The conclusion is that there is a strong impact and significant between of social media marketing on increased brand awareness.

Keyword : Communications, Social Media Marketing, Brand Awareness