

# ***The Influence of Social Media Marketing, Event Marketing, and Sponsorship on Brand Awareness***

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## ***Abstract***

*This study analyzes the influence of social media marketing, event marketing, and sponsorship on brand awareness, using 180 randomly selected respondents from the audience of the Mobile Legends Professional League Indonesia event. The method employed is Structural Equation Modeling (SEM) with SmartPLS 4.0 at a 10% (0.1) significance level. The hypothesis results show that social media marketing has a positive and significant impact on brand awareness, contributing 66.8%, supported by the indicators sharing of content and accessibility. Event marketing also has a positive and significant impact, contributing 15.7%, with indicators entertainment and excitement. In contrast, sponsorship does not have a significant impact on brand awareness, contributing only 3.3%, with indicators compatibility with company's or brand's positioning and message capacity. This study highlights that combining social media marketing and event marketing can significantly enhance brand awareness, whereas sponsorship does not have a significant effect.*

***Key Points*** : social media marketing, event marketing, sponsorship, brand awareness.

# **Pengaruh Pemasaran Media Sosial, Pemasaran Acara, dan Sponsorship terhadap Kesadaran Merek**

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## **Abstrak**

Penelitian ini menganalisis pengaruh pemasaran media sosial, pemasaran acara, dan sponsorship terhadap kesadaran merek menggunakan 180 responden dengan random sampling dari penonton *Event Mobile Legends Professional League* Indonesia. Metode yang digunakan adalah Structural Equation Modeling (SEM) dengan SmartPLS 4.0 pada tingkat signifikansi 10% (0,1). Hasil hipotesis menunjukkan bahwa pemasaran media sosial berpengaruh positif dan signifikan terhadap kesadaran merek dengan kontribusi 66,8%, didukung indikator sharing of content dan accessibility. Pemasaran acara juga berpengaruh positif dan signifikan dengan kontribusi 15,7%, melalui indikator entertainment dan excitement. Sebaliknya, sponsorship tidak berpengaruh signifikan terhadap kesadaran merek, dengan kontribusi hanya 3,3%, didukung oleh indikator compatibility with company's or brand's positioning dan message capacity. Penelitian ini menegaskan bahwa kombinasi pemasaran media sosial dan pemasaran acara secara signifikan meningkatkan kesadaran merek, sementara sponsorship tidak memberikan dampak signifikan.

**Kata Kunci** : pemasaran media sosial, pemasaran acara, sponsorship, kesadaran merek.