

HOW DOES SOCIAL MEDIA MARKETING IMPROVE BRAND AWARENESS? (Case Study in Laboratory of UNY Office Administration)

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ABSTRACT

The study aimed to conduct a study in developing laboratory of office administration using social media marketing and find out the influence of social media marketing through Instagram accounts to brand awareness. The study was conducted on February-July 2018. This research type was descriptive research with a quantitative approach. Data collection techniques used an online questionnaire with a Google form. This research object was adpfeuny Instagram account. The research sample was followers of adpfeuny Instagram account. The sample selection technique used quota sampling technique with Slovin formula. Data analysis aimed to describe the development of adpfeuny Instagram account using the stages of descriptive analysis. Data analysis was to determine the influence of social media marketing to brand awareness using regression analysis. Based on the research findings, (1) in developing laboratory through social media, the adpfeuny Instagram account has 543 followers and 57 content posts, (2) social media marketing through adpfeuny Instagram accounts has positive and significant effect on brand awareness of laboratory of UNY office administration.

Kata Kunci: laboratory of office administration; social media marketing; brand awareness