

Abstrak

Skripsi ini membahas tentang pengaruh Efektivitas *Social Media* terhadap Aktifitas *Guerilla Marketing*, *Events Based Marketing* dan *Search Engine Optimization*. Serta Implikasinya terhadap *Brand Awareness*. Data diperoleh dengan cara mengadakan survey langsung dengan menyebarkan kuesioner Secara Online kepada 170 Responden. Teknik pengambilan sampel yang digunakan adalah *convenience sampling*. Data diuji dengan menggunakan metode analisis SEM (*structural equation modeling*) dengan menggunakan program *Lisrel 8.7*. Teknik analisis data yang digunakan dalam penelitian ini meliputi uji validitas, uji reliabilitas dan analisa pengaruh antar variabel sehingga dapat dilihat pengaruh langsung atau pengaruh tidak langsung pada variabel yang diuji.

Hasil pengujian hipotesis penelitian menunjukkan bahwa *Social Media* berpengaruh terhadap *Guerilla Marketing*, *Social Media* berpengaruh terhadap *Events Based Marketing*, *Social Media* berpengaruh terhadap *Search Engine Optimization*, *Guerilla Marketing* tidak berpengaruh terhadap *Brand Awareness*, *Events Based Marketing* tidak berpengaruh terhadap *Brand Awareness*, *Search Engine Optimization* tidak berpengaruh terhadap *Brand Awareness* serta *Social Media* tidak berpengaruh secara langsung terhadap *Brand Awareness*. Untuk penelitian selanjutnya disarankan untuk memperluas dan memperbanyak populasi dan sampel penelitian serta menghindari Variabel yang tidak berpengaruh.

Keywords: *Social Media*, *Guerilla Marketing*, *Events Based Marketing*, *Search Engine Optimization*, *Brand Awareness*.

ABSTRACT

The aim of this study is to determine the influence of Social Media effectiveness to Guerilla Marketing, Events Based Marketing, Search Engine Optimization and Brand Awareness. The data obtained by means of direct survey by spreading an online questionnaires to 170 Respondents. The sampling technique used is convenience sampling. Data tested by using SEM (Structural Equation Modeling) Analysis using Lisrel 8.7 program assistance. The data analysis technique used in this study include validity testing, reliability testing and analysis of the influence of variables that can be seen between the direct effect or indirect effect on the tested variables.

The results of the analysis using the method of causal research shows that Social Media influence to Guerilla Marketing, Social Media influence to Events Based Marketing, Social Media influence to Search Engine Optimization, Guerilla Marketing not influence to Brand Awareness, Events Based Marketing not influence to Brand Awareness, Search Engine Optimization not influence to Brand Awareness and Social Media not influence directly to Brand Awareness. For further research is recommended to expand and multiply the research population and sample and avoid Variable which have no effect.

Keywords: Social Media, Guerilla Marketing, Events Based Marketing, Search Engine Optimization, Brand Awareness.

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