ABSTRAK

Nama   : Herza Tri Aditya
NIM   : 44220010153
Program Studi   : Ilmu Komunikasi
Judul Skripsi   : Pengaruh *Content* Instagram @linebankid Terhadap *Brand Awareness* Pada Aplikasi LINE Bank (Survey Pada Mahasiswa FIKOM Universitas Mercu Buana Angkatan 2020-2023)
Pembimbing   : Rahmadany Ayu Fitria, S.Ikom., M.Si

Perkembangan teknologi saat ini mempermudah proses komunikasi dengan adanya internet dan salah satu bidang teknologi internet yang berkembang pesat saat ini adalah media sosial khususnya Instagram. Saat ini banyak perusahaan yang menggunakan Instagram untuk memasarkan produk dan jasa mereka dalam meningkatkan brand awareness salah satunya LINE Bank. LINE Bank sebagai digital banking saat ini tentunya harus meningkatkan *brand awareness* mereka di kalangan masyarakat agar bisa bertahan dan perlu adanya penerapan strategi komunikasi melalui media sosial salah satunya yaitu penyebaran informasi melalui konten Instagram @linebankid.

Jenis penelitian ini adalah penelitian kuantitatif dengan metode survey dan teknik penarikan sampel *purposive sampling*. Survey dilakukan pada 94 orang mahasiswa FIKOM Universitas Mercu Buana angkatan 2020-2023. Teknik analisis data yang digunakan dalam penelitian ini yaitu uji validitas dan reliabilitas, uji regresi linear sederhana, uji korelasi, koefisien determinan, dan uji hipotesis (uji T)

Hasil penelitian menunjukkan terdapat pengaruh yang positif atau kuat *social media content* terhadap *brand awareness* sebesar 49,3%. Hasil uji koefisien korelasi yaitu r = 0,702 dengan nilai tersebut dapat diartikan bahwa hubungan variabel *social media content* (X) mempunyai hubungan yang kuat terhadap *brand awareness* (Y).

Hasil uji regresi menunjukan nilai Variabel Y sebesar 10,215 dan bernilai positif sehingga Variabel Y naik sebesar 0,763. Dalam uji hipotesis, didapatkan hasil nilai Sig. 0,000 < 0,050, artinya sehingga dapat disimpulkan Ha diterima dan H0 ditolak dan menunjukkan variabel *social media content* Instagram berpengaruh positif signifikan terhadap variabel *brand awareness*.

Kata Kunci: Konten Media Sosial, Instagram, *Brand Awareness*

ABSTRACT

Name   : Herza Tri Aditya
NIM   : 44220010153
Study Program   : *Communication Studies*
Thesis Title   : *The Influence of Instagram Content @linebankid on Brand Awareness of the LINE Bank Application (Survey on FIKOM Students of Mercu Buana University Class of 2020-2023)*
Counseller   : Rahmadany Ayu Fitria, S.Ikom., M.Si

The development of technology today facilitates the communication process with the internet and one of the fields of internet technology that is growing rapidly today is social media, especially Instagram. Currently, many companies use Instagram to market their products and services in increasing brand awareness, one of which is LINE Bank. LINE Bank as a digital banking today certainly has to increase their brand awareness among the public in order to survive and it is necessary to implement communication strategies through social media, one of which is the dissemination of information through Instagram content @linebankid.

This type of research is quantitative research with survey method and purposive sampling technique. The survey was conducted on 94 students of FIKOM Universitas Mercu Buana class of 2020-2023. The data analysis techniques used in this study are validity and reliability tests, simple linear regression tests, correlation tests, coefficient of determination, and hypothesis testing (T test).

The results showed that there was a positive or strong influence of social media content on brand awareness of 49.3%. The correlation coefficient test results are r = 0.702 with this value it can be interpreted that the relationship between social media content variables (X) has a strong relationship to brand awareness (Y).

The regression test results show the value of Variable Y is 10.215 and is positive so that Variable Y increases by 0.763. In the hypothesis test, the results obtained Sig. 0.000 <0.050, meaning that it can be concluded that Ha is accepted and H0 is rejected and shows that the social media content variable Instagram has a significant positive effect on the brand awareness variable.

Keywords: Social Media Content, Instagram, Brand Awareness