



THESIS

**THE APPLICATION OF MARKETING ACTIVITY
IN FACEBOOK INFLUENCE THE BRAND
EQUITY. CASE STUDY IN DREGO IMPORT**

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ABSTRACT

This study was conducted to determine how Facebook can be used to influence the brand equity of the product. 100 respondents were asked to answer the questionnaire which distributed online on the Facebook page of Drego Imports. This study enable company to determine how Facebook can be used to enhance the brand equity of the brand. As the brand play essential part in customer purchase decision, high brand equity is important for every brand. The result from this study shows that Facebook applications such as Advertisement, Online social communities and online word of mouth (eWOM) influencing brand equity of Drego Import product/brand. Furthermore, there are positive relationship between Facebook applications with Drego Import brand equity. So, in order to increase the brand equity of Drego Import product/brand, it is suggested that the company to increase the number of media social used as platform. Besides, the company also can hire an expert in media social marketing to increase the effectiveness of the posting.

Keywords: The application of Facebook in influencing the brand equity. Case study of Drego Import.

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CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

1.1 Background of Study

Since its introduction in 1990s, social network has gained its popularity among internet user and keep increasing by years (Campbell, 2013). "Social networks are tools of web 2.0 that allow the creation and exchange of user generated content" (Kaplan & Haenlein, 2010). The development of internet and social network have changes the way of communications, the process of society consume, interact and produce with information based on web integrations. Social network becoming phenomenon when it's widely used by global citizen in 2000s encourages the birth of many popular social network website nowadays such as Facebook, Twitter, YouTube and etc (Alhaddad, 2015). Social network mainly used to create digital community among the user so they able to have interaction and attains the seek information.

The explosive numbers of internet user that register in social network have motivated marketers to engage their customers through social network (Carim, 2013). Study in 2014 shows that the numbers of users in social networks are incredibly high; Facebook were 1.35 billion users, YouTube with 1 billion users, users of Twitter were 284 million and LinkedIn with 332 million users. (Edosomwan, 2014). These encourage businesses and their marketers to view social network as their additional medium to interact with their customer and prospective customer (Gummerus, 2015). Social network allow the user to have two way communications that can be used as opportunities by businesses user