



THE STUDY ON THE IMPACT OF SOCIAL MEDIA TOWARDS  
BRAND PERCEPTION

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## **ABSTRACT**

Social media, a medium that is initiated with the existence of Web 2.0 and mobile platform that enable social interaction, information exchange, video sharing or blogging is part of our daily life involvement. People from worldwide are able to communicate with others far across the globe with one single mouse click away. Social media are affecting the concept of branding of consumers on their brand perception. The impacts caused by these phenomena are affecting companies worldwide and actions are taken hoping to neutralize the situation or gain more positive feedback from the consumers by establishing themselves in the social media. In this applied research, the impact of social media towards brand perception will be determined by using questionnaire as the medium to collect data. Key factors that affect the changes of brand perception caused by social media will be identified through the process of analyzing the final data collected from the questionnaire. The total of respondent will be fairly sufficient in order to increase the accuracy of the research. Recommendation for both consumers and companies will be figured out soon after the final analysis has been obtained.