

ABSTRACT

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THE IMPLEMENTATION OF SOCIAL MEDIA MARKETING AT PT. PATH MOBILE INDONESIA

(xiv + 92 pages : 23 pictures; 18 attachments)

Kata kunci: Social Media Marketing, Digital marketing, Brand awareness, Brand Engagement

Over the past few years, the numbers of people using internet, especially for those who accessing social media have been greatly increasing across the countries. The amount of time that people spend on social media and the active users in social media, have created social media as one dominant online digital media that give a great impact to promote interactions between company, advertisers, customers, and marketers. Therefore, the implementation of social media marketing in certain company is considered important.

Path Mobile Indonesia is a social networking company that used to be popular amongst the generations, need to plan their marketing and promotional activities strategically for their social media brand to survive and sustained within the society, and one of them is through social media marketing. Through the implementation of social media marketing, Path expected able to build engagement with the targeted audience.

Reference: 31 (1991-2018)