

ABSTRACT

Intagram is a social networking account that is now popular in all circles. Widely used by many people even now there are many companies that also take advantage of these social networking accounts to market their products. This study looks at how to increase brand awareness from SOSRO intagram followers by looking at internet marketing conducted by SOSRO which is mediated by the effectiveness of advertising and word of mouth. This research method is a survey directly to SOSRO Instagram followers. Reliability and test of instrument validity is tested. Research respondents consisted of 150 customers. The collected data were analyzed by SEM AMOS method.

The results showed that: 1) Internet marketing had a significant effect on word of mouth; 2) Internet Marketing has a significant effect on the effectiveness of advertising; 3) Internet marketing has no significant effect on brand awareness; 4) word of mouth does not have a significant effect on brand awareness; 5) advertising effectiveness has a significant effect on brand awareness.

Keywords: Internet Marketing, Word of Mouth, Advertising Effectiveness and Brand Awarenes