

ABSTRACT

The purpose of this study is to explore Social Firm created social media brand communication and User generated social media brand communication on Brand equity Mobile Legends in Surabaya. This study analyzed using Structural Equation Modeling (SEM). 200 respondent were drawn from acctive Facebook user and playing Mobile Legends in Surabaya.

Result of this Study found firm created social media brand communication have significant impact on brand awareness/association, user generated social media brand communication have significant impact on brand awareness/association and perceived quality, and brand awareness/association have significant impact on perceived quality.

The implication of these results would help companny who using Firm created social media brand communication that is Facebook and user generated social media brand communication that is content from other user as a marketing tool to increase brand equity to gain higher profit, competitive advantage and expand market.

Keywords: social media brand communication, brand equity, Facebook, game

INTISARI

Tujuan penelitian ini untuk menguji efek *Firm created social media brand communication* dan *User generated social media brand communication* terhadap *Brand equity* Mobile Legends di Surabaya. Penelitian ini dianalisa menggunakan *Structural Equation Model* (SEM). Sebanyak 200 responden diambil dari pengguna aktif Facebook dan bermain *game* Mobile Legends di Kota Surabaya.

Hasil penelitian ini menemukan *Firm created social media brand communication* memiliki hubungan yang signifikan terhadap *brand awareness/association*, *User generated social media brand communication* memiliki hubungan yang signifikan dengan *Brand awareness/association* dan *Perceived quality*, dan *Brand awareness/association* memiliki hubungan yang signifikan dengan *Perceived quality*.

Implikasi penelitian ini akan membantu perusahaan yang menggunakan *Firm created social media brand communication* yaitu Facebook dan *user generated social media brand communication* yaitu konten dari pengguna lain sebagai alat pemasaran untuk meningkatkan *brand equity* untuk mendapatkan *profit* yang lebih tinggi, keunggulan kompetitif dan memperluas pasar.

Kata kunci: *social media brand communication, brand equity, Facebook, game*