

ABSTRAK

Penelitian “Analisa Pengaruh Instagram Sebagai Media Promosi Terhadap *Brand Awareness* Serta Implikasinya Pada Keputusan Pemilihan Perguruan Tinggi (Studi Kasus Pada Universitas Nasional Karangturi Semarang)” bertujuan untuk mengetahui keefektivitasan pemasaran melalui media sosial Instagram Universitas Nasional Karangturi. Variabel penelitian ini ada tiga yaitu variabel Bebas (X_1) yaitu media promosi instagram, variabel *Intervening* (X_2) yaitu *brand awareness*, variabel Terikat (Y) yaitu pengambilan keputusan dan *brand awareness*. Penelitian ini menggunakan teknik pengambilan sampel *purposive sampling*. Analisis data yang digunakan adalah analisis deskriptif statistik dan analisis jalur (*path*).

Data-data yang telah diolah dengan menggunakan program SPSS 25.0 menghasilkan regresi sebagai berikut:

$$Y_1 = 9,550 + 0,879X + e$$

$$Y_2 = 4,140 + 0,287X + 0,490X_2 + e$$

Berdasarkan uji yang dilakukan hasil analisis regresi linear 1 dapat diketahui bahwa media promosi instagram berpengaruh positif dan signifikan terhadap *brand awareness* pada Universitas Nasional Karangturi Semarang dan pada hasil analisis regresi linear 2 diketahui bahwa Media Promosi Instagram berpengaruh positif dan signifikan terhadap Pengambilan Keputusan untuk melanjutkan perkuliahan di Universitas Nasional Karangturi Semarang dengan dimediasi *brand awareness*. Dari hasil 2 regresi linear diatas dilakukan uji mediasi (*intervening*) sehingga diketahui bahwa variabel *brand awareness* mampu menjadi variabel *intervening*.

Kata Kunci: Media Sosial, Instagram, *Brand Awareness*, Pengambilan Keputusan

ABSTRACT

The research "Analysis of the Influence of Instagram as a Promotional Media on Brand Awareness as well as its Implications on Higher Education Selection Decisions (Case Study at Karangturi National University Semarang)" aims to determine the effectiveness of marketing through social media Instagram Karangturi National University. There are three variables in this research, namely the independent variable (X₁), namely Instagram promotion media, the Intervening variable (X₂), namely brand awareness, and the dependent variable (Y) namely decision making and brand awareness. This study used a purposive sampling technique. The data analysis used is statistical descriptive analysis and path analysis.

The data that has been processed using the SPSS 25.0 program produces the following regression:

$$Y_1 = 9,550 + 0,879X + e$$

$$Y_2 = 4,140 + 0,287X + 0,490X_2 + e$$

Based on the tests conducted, the results of linear regression analysis 1 can be seen that Instagram promotion media has a positive and significant effect on brand awareness at the Karangturi National University Semarang and the results of linear regression analysis 2 show that Instagram Promotion Media has a positive and significant effect on Decision Making to continue studying at Karangturi National University Semarang by mediated brand awareness. From the results of the 2 linear regressions above, a mediation test (intervening) was carried out so that it was known that the brand awareness variable was able to become an intervening variable.

Keywords: Social Media, Instagram, Brand Awareness, Decision Making