

IMPACT OF SOCIAL MEDIA BRAND TO TRUST, BRAND  
AFFECTION, BRAND LOYALTY (AN CULTIVATION THEORIES  
APPROACH)

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Abstract

The emergence of Facebook was founded in 2004 and now has about 800 million active users currently the dominant social media used by individuals to communicate with their social group as it also twitter, other social media tools are widely used to share information and links between individuals, was founded in 2006 and now has about 300 million users is a phenomenon of the emergence of new media that can menjadio means branding activities by companies and marketers. Based on these conditions, this paper will try to test one particular theory , the theory of cultivation, as a conceptual framework in order to better understand the relationship between social media usage and impacts resulting from advertising activities. In the end the results of this paper will allow to provide an understanding of how to use social media effectively to communicate the message and where further research could be done to better understand the never media.

**Keyword** : *Brand Equity, Brand Strategy, Online Buying, Social Media Exposure*