

ABSTRACT.

Using LAMPOST.CO's online media in BANDARLAMPUNG, a study of the influence of social media and brand awareness on consumer decisions.

The tip of the technological disruption that occurs in media companies is the digital convergence of mass media. As contemporary digital press entities, the power of digital media is profoundly influenced by their capacity to increase and expand online media traffic and engagement. Alexa.com, which is provided by Amazon.com, has facilitated the fluctuations in online digital media traffic by up and down notification reader traffic based on ratings from each online media. Throughout 2021, the traffic and online media ranking version of Alexa in Lampung is extremely dynamic. Lampost.co is not the only online media outlet whose names have long been able to influence this ranking. Online media operations in Lampung, on the other hand, have lost their basis for determining which media can achieve positioning and top mind in consumers' minds and perceptions since Alexa.com's closure. Given the widespread use of social media, this is obviously an intriguing investigation into the extent to which brand awareness and social media influence consumers' use of online media. Lampost.co's consumer perceptions of brand awareness and viewing social media are interesting research topics, especially since the nearly 25-item questionnaire materials from these two variables make the data in the photographs of the respondents more diverse.

The distribution of the questionnaire was able to describe the performance of social media indicators and brand awareness in influencing consumers to use lampost.co so far despite the limited scope of the study, which was limited to the city of Bandarlampung with a sample of 200 lampost.co users.

The author hopes that similar research of the same kind can be extended in terms of variables and sample size in the future. Nonetheless, further color research will be conducted in the future as a result of the revival of theory and circumstances. The author certainly hopes to be able to contribute to related parties' academic studies with the presence of this research. so that online media companies can profit from this research, including how to use digital algorithms to control user traffic fluctuations and manage consumer communities.

Keywords: Digital convergence, mass media disruption, brand awareness, online media, and social media