

## **ABSTRACT**

*Digital marketing can be a solution that is low cost and has a wider reach. In digital marketing, promotion is carried out using internet media. Products and services that are promoted will be communicated in a way that is more pleasant, more subtle, which can be more compelling. At the same time, promotions can become even more intense because users who have tried the product or service also communicate their experience through posts on social media or reviews on their personal blogs. Purpose of study is to analyze influences of digital marketing on brand equity mediating by brand awareness. Using these variables, the usage of these variables are able to solve the arising problem within Barbershops Semarang.*

*Population of this research are customers of Barbershop Semarang. Sampling techniques used accidental sampling, due to the Covid 19 pandemic condition and the large number of barbershop customers in the city of Semarang. The samples size of this research are 100 respondents. Analytical tool using the Structural Equation Modeling (SEM).*

*The effect of digital marketing on brand equity are significant; the effect of digital marketing on brand awareness are significant; the effect of brand awareness on brand equity are significant.*

*Keywords: Digital marketing, brand equity, and brand awareness.*