

## **ABSTRACT**

Muh Mukhteram NH (2017021049)

### **POSITIVE IMPACT FOR BUSINESSES BRANDING IN THE ERA OF DISRUPTION**

*In this era of disruption, competition was quite fierce and sharp, and the business world began to heat up. Many companies see that this era of disruption (change to digital technology) will make it easier for a company to develop and introduce its business to the wider community. However, every company must also have a strong enough branding to maintain company value in this changing era of disruption. E-Commerce industry companies in the field of online transportation, such as Go-Jek, offer their services in various ways, one of which is advertising. There are digital advertising and conventional advertising. One of the conventional advertisements made by Go-Jek is the Billboard ad because it can attract the attention of the public, is very effective in creating brand awareness for the community related to the company, thousands of people who pass it by every day can see it, target the community more specifically and much more.*

*Keywords: Era of disruption, Digital technology, Gojek.*