

ABSTRACT

As the era develops, technology grows so rapidly, not only as a medium of information, but the growth of technology is now also used as a tool for companies in their business activities. one of them is marketing media. Adidas is a large company operating in the sportswear sector that uses social media as a promotional medium.

After Covid-19, there has been a change in consumer behavior where consumers are more interested in shopping online, so companies are required to provide marketing content on the social media used in packages that are as attractive as possible for consumers. Adidas is a sportswear brand that is popular with Indonesian consumers.

This research aims to determine the influence of Adidas' social media marketing through brand awareness. The research method used is quantitative research methodology and causal research using ordinary least squares and process macro by Hayes using SPSS 3.0. The sample for this research consisted of 400 respondents using Google Form.

The research results show that social media marketing has a significant effect on brand awareness, then social media marketing has a significant effect on purchasing decisions, then brand awareness has a significant effect on purchase decisions, and social media marketing has a significant effect on purchase decisions mediated by brand awareness.

The conclusion from this research is that social media marketing has an influence on purchase decisions which are mediated by brand awareness. Where in this research, brand awareness owned by Adidas is already embedded in the minds of potential consumers who will have strong supporters in carrying out social media marketing to increase purchase decisions.

Keywords: *Marketing, Social Media, Purchase Decision, Brand Awareness.*