

## ***ABSTRACT***

These day, the development of the internet in Indonesia is growing rapidly. Most Indonesian people like to use the internet to access social media. With the rise of social media users, marketers including the e-commerce industry are increasingly prioritizing the use of social media marketing activities to maximize brand equity of a their brand. Shopee is a newcomer from e-commerce industry with high growth penetration, making Shopee top of mind and the main alternative choice for online shopping. Aside from social media marketing activity, the role of electronic word of mouth can also influence a brand's brand equity because people rather trust other consumers review of a brand compared to marketers who try to communicate their brand directly. The company makes e-wom a marketing tool that has high credibility and efficiency.

This research was conducted in Bandung City with a sample of 400 respondents using non-probability sampling techniques. The analysis of the data used is descriptive and Partial Least Square analysis using the SmartPLS application. The results of this study prove that social media marketing activity has a positive and significant effect on brand equity as well as e-wom has a positive and significant effect on brand equity.