ABSTRACT

Indonesia is the 3rd highest internet user country in Asia after China and India. This fact allows widespread social media in Indonesia to be used by entrepreneurs that want to strengthen their companies in the eyes of their consumers. One of them is SomeThinc Skincare Brand.

This study aims to see the effect of marketing activities using Instagram social media conducted by SomeThinc on Brand Awareness, Brand Image and Brand Loyalty. The sub-dimensions used in this study are Entertainment, Interaction, Trendiness, Advertisement, and Customization.

The data in this study were obtained by distributing online questionnaires to respondents who are Instagram followers of Somethinc (@somethincofficial). To test the validity and reliability, the researcher used SPSS software. In addition, to test the hypothesis, the researcher used Structural Equation Modeling (SEM) using SmartPLS software.

Based on descriptive analysis, Entertainment, Trendiness, Advertisement, Customization, and Brand Awareness are in the very good category, while Interaction, Brand Image, and Brand Loyalty are in the good category. SmartPLS results show that Brand Image affects Brand Loyalty, Brand Awareness affect Brand Image, Trendiness, Interaction and Customization affect Brand Awareness, and Interaction affects Brand Image

Suggestions for SomeThinc's skincare brand are to add more interaction content on social media like question and answer content, combine more form models and themes in content design with the purpose to attract followers, and create easy access to group information on social media related to the brand, increase the number of brand-campaign both outside the network and within the network, improve services provided by the front line and increase the value of the social media marketing brand. Suggestion for future research is conducting this research in different field companies.

Keywords: Social Media Marketing Activities, Instagram, Brand Awareness, Brand Image, Brand Loyalty.