

## ABSTRACT

In this digital era, many people's activities must use digital technology, especially social media. When it's the New normal, social media marketing is the way that is more effective in connecting with customers and helping them to aware and understand their brand of business. Kicks Kemon is one of the cleaning shoe businesses in Jakarta, and this business started in 2015, Apart from cleaning, Kicks Kemon also offer shoe care such as reglue, repainting, and cleaning g-shock watch. For 6 years various kinds of marketing methods have been done, one of which is online marketing like social media Line, Facebook, and Instagram. Kicks Kemon has a target that is 350 pairs but from figure I.2 that has not been reached since last 2020 from Kicks Kemon target sales, and the range is quite far from the target, as we can see the occurrence of fluctuation from February 2020 until September 2020 and then increased again from October 2020 until March 2021, and the highest sales from 2020 to 2021 are March 2021 but still those results are still very far from the target, and decrease in April 2021 into August 2021. From the analysis of the mistake of marketing mix Kicks Kemon Cleaning Shoes, marketing mix service has 7p to analyse like product, place, price, promotion, process, people, and physical evidence. We use the marketing mix to know and analyse the problem of decrease in sales from social media, from the place, product, people, process, price, and physical evidence don't have any problem which is causing of decrease followers on social media, so we can conclude promotion in social media is the root of why Kicks Kemon is unable to increase its sales. Kicks Kemon just has two social media but all of the competitors have more than two social media and still use it for marketing their products, Ishoelaundry is the most widely it has five platforms for social marketing such as Instagram, Twitter, Facebook, TikTok, and Website. The second of the lowest is CleanZoneJkt which uses Instagram, Facebook, TikTok and Website. So, it's very important to engage the customers through social marketing and customer can indirectly be aware of the brand and selling product, because now technology is developing rapidly. Because of this analysis, further research is needed for social media marketing from Kicks Kemon and design the improvement of social media marketing, The objective of this research is to improve brand awareness for customers by analysing the social media marketing plan with Situation analysis, Objectives, Strategies, Tactics, Action and Control (SOSTAC) method.