

## **ABSTRACT**

In today's world, social media is the most popular media, with billions of people using it. Today, social media is the most effective means of sharing information and connecting with others. Seeing the increases users of skincare that uses social media, it is taken by entrepreneurs to increase brand equity and reach a wider range of customers. One of them is a local beauty brand, Somethinc. This study aims to see how much influence and significant the social media marketing activities carried out by the Somethinc brand on brand equity and customer response.

This research uses quantitative methods with data collection techniques using questionnaires and processed using PLS-SEM through SmartPLS 3.0 software. The number of respondents in this study was 400 respondents.

Based on descriptive analysis, Entertainment, Interaction, Trendiness, Customization, Perceived Risk, Brand Awareness, Brand Image, e-WOW, and Commitment are in the good category. SmartPLS results show that Interaction, Trendiness, Customization, Perceived Risk have a significant positive effect on Brand Awareness and Brand Image. While Entertainment has a significant positive effect on Brand Image, but Entertainment has an insignificant effect on Brand Awareness.

The advice for the Somethinc brand is to stay up to date with the latest information in the beauty industry, so as to keep as well as introduce the latest/most up-to-date information about products for Somethinc customers on every social media. The suggestion for further research is expected to use sample criteria that focus in the company of same fields so as to get the results to be used as a comparison.

**Keywords:** social media marketing activity, brand awareness, brand image, brand equity, and consumer response.