

ABSTRACT

Over time, the function of shoes continues to change. Not only women's shoes, men's shoes also continue to develop from color, design to function. Shoes that used to be just shoes have now become fashion icons. Sneakers are increasingly popular among the people of Indonesia. Sneaker which was originally for sports shoes, especially basketball, has now shifted to versatile shoes that can be used in various situations. Vans is one of the most popular shoe manufacturers in Indonesia.

Business people need to innovate in marketing their products, an example of business marketing innovation in technological evolution can be seen in changes in marketing tactics through social media. Vans use social media to carry out their promotional activities. Even so, Vans still occupies the ninth position as the most popular sneaker brand in Indonesia.

This study aims to find out how the social media activities created by Vans and also the activities of social media users who create content about Vans brand products affect people's buying interest through brand passion.

The method used in this research is quantitative with data collection techniques using questionnaires distributed through Google Forms, sorted using a 5-point Likert scale. This research is descriptive in nature, the source of the data obtained is primary data from a survey of people who see Vans social media content created by the company and social media users. The data obtained were analyzed using a structural equation model (SEM) in AMOS software.

Research analysis shows that firm created content has a significant positive effect on how social media users create content on social media about Vans brand products, and firm created content affects respondents' brand passion, although not significantly. User generated content has an insignificant effect on brand passion and brand passion has a significant impact on buying interest. I hope that the results of my research can be a reference for further research with the same variables, and for companies that can provide benefits such as social media marketing, brand passion and buying interest.

Keywords: Sneakers, Vans, Social Media Marketing, Firm Created Content, User Generated Content, Brand Passion, Purchase Intentio