

## **ABSTRACT**

The post-modern business era has provided many opportunities such as social media and offers many challenges to business continuity. Covering almost all age groups and different regions, the use of social media makes this digital platform a way to showcase a brand. To build its brand, Avoskin uses various digital platforms, such as social networks, websites and e-commerce. Social media marketing can influence consumers' interests, interests, decisions, in choosing a product or service, consumers choose products that are familiar or suitable.

This research examines the effect of social media marketing on brand awareness and purchase intention of consumers of Avoskin skin care brands in Bandung. The object of this research is the consumers of the skincare brand Avoskin in Bandung. The method used in this study is quantitative with the Structural Equation Modeling (SEM) approach with the PLS approach with the help of SmrtPLS 4.0 data processing software. Retrieval of data using an online questionnaire.

Keyword: *Social media marketing, Brand Awareness, Purchase Intention*