

## **ABSTRACT**

*Along with lifestyle changing and the habits of community toward the use of social media, it will always be the growth of social media users from year to year. Based on the survey of social media user growth data shows that in January 2020 there were 160 millions active user of social media. The number of active social media user in Indonesia is an opportunity as well as the potential to improve the means of promotion for a company. Indokids Baby & Kid Mart uses these opportunities to promote through social media marketing to improve the brand engagement between audience and brand, as well as increasing brand knowledge of Indokids Baby & Kid Mart through brand awareness and brand image.*

*This study aims to find out if the social media marketing elements has an influence on brand engagement, brand awareness and brand knowledge in Indokids Baby & Kid Mart with related variables namely entertainment, costumisation, interaction, EWOM, and trendiness. The data collection process uses questionnaires with purposive sampling method and Instagram audience of Indokids Baby & Kid Mart as respondent as many as 400 people. Technical data analysis in this study using SEM-PLS (Partial Least Square).*

**Keywords:** *social media marketing, brand engagement, brand knowledge, brand awareness, brand image*