

ABSTRACT

The development of the digital era has encouraged Bakso Kabayan to get involved in the world of digital marketing, since then Bakso Kabayan has faced the challenge of advertising effectiveness on social media. This study aims to analyze the influence of social media advertising on consumer purchasing decisions of Bakso Kabayan, by considering the mediating role of brand awareness. The study used a quantitative method by distributing online questionnaires to 385 respondents selected through purposive sampling. Data analysis used Structural Equation Modeling - Partial Least Squares (SEM-PLS). The results show that social media advertising has an effect on purchasing decisions and brand awareness. Brand awareness has an effect on purchasing decisions and acts as a mediator between social media advertising and purchasing decisions. This study contributes to the understanding of the effectiveness of digital marketing for culinary MSMEs using social media advertising. The suggestion for Bakso Kabayan is to continue to improve the effectiveness of social media advertising that focuses on informative, entertaining, and credible advertising content, as well as increasing brand awareness. Further research can expand the scope by involving more other marketing variables in the goods industry.

Key words: *Social Media Advertisements, Brand Awareness, Purchase Decision, Digital Marketing*