

## ABSTRACT

It can't be denied that in this digital era, social media takes a significant role as a corporate communication media. In the midst of competition and declining revenue due many customers had been withdraw the services, Telkom in needs to use social media in order to increase customer loyalty to its products, especially Indihome.

This study was conducted to determine the effect of customer participation on Indihome brand loyalty in social media. Especially Indihome customers who use facebook page @Indihome fiber and youtube channel @ Indihome3play as a communication media.

The research method using quantitative method with descriptive and verificative research, sampling technique are random to Indihome customers who become follower in facebook page Indihome fiber or subscriber in youtube channel @ Indihome3play. The method of analysis used for this paper is mediation regression of analysis. Data processing is done by using SPSS ver 19.

Based on the results of data processing, it is known that involvement has a positive effect on customer participation, and customer participation has a positive effect on brand loyalty. Also known that participation is a variable mediation partly of the variable involvement to brand loyalty variable

Based on the results of the research, to improve involvement, the company is advised to innovate content development for Indihome products, to increase participation, it is suggested to provide indirectly related information with Indihome. As for the increase in brand loyalty, companies are advised to make customers feels important on using Indihome

**Keywords** : involvement, social media, customer participation, brand loyalty,