

## ABSTRACT

*In this digital era, traditional promotion does not seem to be relevant for the marketing world anymore. Social media marketing is a product of the vast growing technology and information development. Today, there are 79 million active users of social media in Indonesia alone, opening a new promotion prospect that should be used by marketing companies with implementing social media marketing strategy. As connectivity grows, accessing information for consumers to have more options in choosing desired products has become easier. Renewals should be taken for consumer path that is previously known as Four A (Aware, Attitude, Act, and Act Again), which now the path is now known as Five A (Aware, Appeal, Ask, Act, and Advocate). This study aims to comprehend how can social media marketing through Instagram can be impactful analyzed by Customer 5A.*

*This study is a descriptive research with using analytical statistics approach through linear regression technique and purpose sampling techniques. Registered samples and respondents are followers of an Instagram user, Ipok Aleuh, with total followers of 100 accounts. The study has resulted on the following, based on each variables: Social Media scores as much as 78.3%, categorized as good; Aware scores as much as 80%, categorized as good; Ask scores as much as 71.4%, categorized as good, and; the least and lowest score is coming from Advocate with 68.57, categorized as good. Hence, it can be concluded that all variables are averagely rated as good by the consumers based on continuum line position. Moreover, after being regressed, we can have new result of the study that social media marketing can impact Aware as much as 0.738, 1.887 for Appeal, 1.100 for Ask, 0.686 for Act, and 0.549 for Advocate. Based on T-Test Hypothesis, social media marketing has a significant impact towards all of the variables: Aware, Appeal, Ask, Act, and Advocate. Furthermore, based on Determination Coefficient ( $R^2$ ), this study has come to another result that social media marketing has impacted Act as much as 29.6% and the least impact given is towards Appeal with only as much as 5.10%.*

*Keyword: Social Media Marketing, Customer Path*