

## Abstract

*Natura World is a brand of PT. Natura Prima Beauty is a network-based marketing distributor of Beauty products. One of the efforts made by Natura World in retaining consumers so that they are loyal to the products produced is by using social media (Instagram, WhatsApp, and Facebook) Fadvertisements. This research is to find out and analyze the implementation of Natura World's product advertisement on customer loyalty. Sample 100 customer loyalty in surakarta residents) Sampling technique with Non Probability using purposive sampling, then analyzed by simple multiple linear regression. The results of the study stated that based on the hypothesis test using the T test and linear regression, it was found that the implementation of advertisements carried out by Natura World had a significant effect on increasing customer loyalty and the magnitude of the effect of the implementation of Natura World product advertisements on increasing Customer Loyalty, which was 5.37 or as much as 53.7% while the remaining 46.3% is influenced by other variables outside the study.*

*Keywords: influence, advertising, customer loyalty, Natura World, Surakarta*