

ABSTRACT

Sumber Anugerah is a new business engaged in the processing of coffee beans in Bandung, West Java. The number of businesses in similar fields makes Sumber Anugerah must be able to create new creations in marketing its products, especially in utilizing social media as the main medium of sales. In this study, the objective to be sought is how the process of combining the three elements in order to find out the effectiveness of a product sold through social media platforms, especially processed coffee bean products belonging to Sumber Anugerah.

This research uses descriptive analysis method and quantitative method. The sample obtained is the result of distributing questionnaires that have been carried out to 100 respondents who are the object of research, in accordance with Slovin's theory which uses saturated sampling technique.

According to the author's analysis of the research object of Social Media Marketing Effectiveness on Customer Engagement and Purchase Decisions at Sumber Anugerah, it was found that Sumber Anugerah had received a fairly good response. In terms of customer engagement itself, there is a figure of 63.75% which can be categorized as quite good because the process of delivering material content on Sumber Anugerah social media is quite acceptable to consumers. The conclusion in this study is that Sumber Anugerah as a new business that is starting to market its products through social media can begin to focus on the process of forming customer engagement which is the main stage so that consumers are interested and finally make a decision to purchase the product.

Keywords: *SocialMedia, Customer Engagement, Buying Decision*