

ABSTRACT

Social media becoming more important, almost every company use social media as a media to external promotions, marketing, customer management, and as an internal channel for employee communications. Beyond social media also an excellent tool for building brand equity. In today's digital business world, most businesses and companies rely on their customer's feedback and responses to determine if the products and services they offer are satisfactory or not. Electronic Word of Mouth is also one of the marketing communication strategies as well as the behavioral response of consumers because, with the phenomenon of the emergence of Beauty influencers. This study analyzes the effect of social media marketing activities on customer response through brand equity on Dear Me Beauty. A survey was conducted with a total 100 respondents who follow and use the Dear Me Beauty product.

The method used in this research is quantitative with descriptive and casual research. The sampling technique used is nonprobability sampling technique with a purposive sampling technique with a total sample of 100 respondents.

Based on the result of the study, it was concluded that the social media marketing activities of Dear Me Beauty was included in very high category, while the customer response based on the result is in the high category and the brand image was included in the very high category. In addition, the result show that social media marketing has a significant positive effect on brand equity, social media marketing activities has a significant positive effect on customer response, brand equity has a significant positive effect on customer response and brand equity as a mediator has a significant influence in mediating the relationship between social media marketing activities and customer response.

Keywords: Social media marketing activities, Brand equity, customer response.