

## ABSTRACT

Business competition since the COVID-19 pandemic has made companies compete more and more, especially for travel companies between cities to Jabodetabek. The wide variety of types of similar service companies requires consumers to choose one of them. Then, companies are required to get used to social media because the role of social media is so inherent in people's daily lives, from children to the older generation. With social media, companies can convey information and promote their business for free and affordable without any space and time restrictions to the public in order to obtain company profits that have decreased due to the COVID-19 pandemic. The purpose of making this research is to analyze and test how big the effect of social media marketing that is felt by travel companies on the enthusiasm of customers during the covid-19 pandemic through brand equity.

The research approach used in this study is a quantitative method, using the dimensions of Path Analysis, which was given to 100 respondents and using the SmartPLS 3.0 data processing application. Furthermore, the results of this study indicate that social media marketing activities have a positive and significant effect on brand equity, social media marketing activities have a positive but not significant effect on Customer Response, Brand Equity has a positive and significant effect on Customer Response, then Social Media Marketing Activities with Customer Response influence by being mediated on Brand Equity.

**Keywords:** Social Media Marketing Activities, Brand Equity, Brand Awareness, Brand Image, Brand Loyalty, and Customer Response