

## **ABSTRACT**

*The development of the internet that will continue to increase affects the use of social media activities to improve marketing performance activities to become an increasingly interesting topic for business practitioners and researchers because of its important role in improving marketing performance. The use of social media for marketing activities still leaves various complaints from users so that it actually reduces the value and brand awareness of a product and in the end has the potential to reduce the marketing performance that is being built. The results of the literature search inform that the research model involving social media constructs for marketing does not yet have uniformity so that opportunities are still open for further research. This study aims to investigate the effect of Instagram for marketing on the variables of Traveloka brand awareness, value awareness and brand loyalty. The causal relationship between the hypothesized variables produces a research framework in the form of a structural equation model (SEM) in 3 equations.*

*The number of respondents who will be used as many as 200 people to be taken as samples with the Non-Probability method with convenience sampling technique, Respondents are asked to give answers on a scale of five in 16 question items. The loading factor and error values of each indicator are used to test the validity and reliability of all indicators owned by each variable. The suitability of the model with the population was tested with 14 goodness of fit test parameters. The hypothesis about the effect of a variable on other variables is accepted if the t-value calculated is significant, which is more than the t-table value. LISREL8.8 software is used to calculate all required test parameters.*

*This study concludes that marketing through social media has a positive and significant effect on value consciousness, brand consciousness, and brand loyalty. Increased value consciousness and brand awareness also increases brand loyalty; constructs of value consciousness and value consciousness act as mediators that strengthen the relationship of social media for marketing (SMM) constructs to brand loyalty.*

*Keywords: “social media for marketing”, brand loyalty, brand consciousness, and value consciousness.*