

ABSTRACT

In the first quarter of 2020, the emergence of the Corona Virus or COVID-19 in Indonesia caused economic growth in Indonesia to decline drastically. To increase the productivity of the company and MSME actors, a new innovation in the sales strategy was carried out. Among them is the addition of delivery order services for ordering food and drinks online. This study discusses the influence of Social Media Marketing on Brand Preference through the establishment of Brand Awareness at ShopeeFood in the city of Purwokerto. ShopeeFood was chosen because the food delivery service is still new, to be precise, ShopeeFood was just launched in April 2020. And when compared to big competitors such as Grab Food and Go Food, which already eSMMisted, ShopeeFood is still far away, that's why researchers chose ShopeeFood as the object. his research.

This research is a quantitative research with surveys through questionnaires as a data search tool. The questionnaire consists of 25 questions with a Likert scale. Questionnaires were distributed to ShopeeFood user respondents in the city of Purwokerto and 100 valid respondents were obtained for processing. Data processing is done using SEM PLS.

The results of hypothesis testing show that social media marketing influences Brand Preference only through brand awareness. In other words, brand awareness acts as a full mediator on the relationship between social media marketing and Brand Preference . From these results it can be concluded that social media marketing should be aimed at increasing brand awareness which in turn will increase ShopeeFood's Brand Preference .

Keywords: *Social Media Marketing, Brand Preference, Brand Awareness*