

ABSTRACT

At this time the development of the internet has changed the lifestyle in society, so that many business actors use it as digital marketing. The object of this research has a strategic location on Jalan Braga, social media marketing activities are needed in conveying information about the existence of Café Limarasa to target consumers.

This study aims to find out the description of marketing activities through social media Instagram Café Limarasa and how the influence of marketing activities through social media Instagram on brand equity and purchase intention in the culinary industry is a case study at Café Limarasa.

The research method used is quantitative. The data sources used in this study are primary and secondary data. Primary data was obtained through surveys distributed via Google forms, while secondary data was obtained through news articles and previous research. The sampling technique used in this study was a non-probability sampling technique with purposive sampling and a sample of 380 respondents was taken. The collected data were analyzed through Structural Equation Model (SEM) modeling using SmartPLS 4.0 software.

Based on hypothesis testing, it can be seen that marketing activity through social media has a positive effect on brand equity and purchase intention at Café Limarasa, while the indicators on marketing activity through social media, namely entertainment, have the highest value and interaction has the lowest value, on the brand equity variable it has a positive effect. on Purchase Intention at Café Limarasa.

Keywords: *Social Media marketing activity, Brand Equity and Purchase Intention*