ABSTRACT

Social media is a new phenomenon that plays an important role in marketing a company's products or services. This phenomenon also occurs in companies and businesses which shows that companies use social media as part of their online marketing strategy, one of the businesses that utilizes social media is Scarlett Whitening. Scarlett Whitening is a local beauty care product founded by Felicya Angelista in 2017. Scarlett Whitening itself focuses on body care, facial and hair care products. Sales of Scarlett Whitening products are carried out online via Instagram as a promotional tool.

The purpose of this research is to find out that perceived social media marketing is related to brand loyalty, value consciousness and brand consciousness. Apart from that, value consciousness and brand consciousness have a direct effect on brand loyalty.

The research method used is descriptive quantitative research methodology with data analysis techniques using Structural Equation Modeling (SEM) and analysis tools using AMOS. The population in this study were followers of Scarlett Whitening's Instagram social media. The sample size in this study was 400 respondents.

The results of the research show that there are seven accepted hypotheses, namely social media marketing activities have a positive and significant influence on brand loyalty, social media marketing activities have a positive and significant influence on brand consciousness, brand consciousness has a positive and significant influence on brand loyalty, social media marketing activities positively and significantly influences value consciousness, value consciousness positively and significantly influences brand loyalty, brand consciousness mediates the relationship between social media marketing activities and brand loyalty, and value consciousness mediates the relationship between social media marketing activities and brand loyalty.

The advice that the author can give to companies is that for further research they can use other research objects, from different industrial sectors such as the fashion industry or others. Furthermore, based on the R-square value, the variables social media marketing, brand consciousness and value consciousness have a weak influence on the brand loyalty variable. Therefore, future research can analyze other variables that may have a more significant influence on brand loyalty variables such as product quality and customer satisfaction.

Keywords: *Social Media Marketing, Brand Loyalty, Value Consciousness, Brand Consciousness.*