

ABSTRACT

This study was conducted to determine the effect of media marketing activities on the Genshin Impact game in social media X (Twitter) on brand loyalty. The purpose of this study is to determine the effect of marketing activities or drip marketing carried out by the Genshin Impact game on social media X (Twitter) on brand loyalty. This research uses quantitative methods, and data from respondents is collected through distributing questionnaires on social media X (Twitter). Sampling using purposive sampling, sampling techniques using nonprobability for respondent selection. The number of samples in the study were 100 respondents, with the criteria being Genshin Impact game players and having social media X (Twitter). Using descriptive analysis and Structural Equation Modeling (SEM) which is the analysis method used, and using SmartPLS software. Based on the results obtained, it can be concluded that social media marketing activities have a positive effect on brand loyalty and also on Social Media Marketing Activities in drip marketing obtained a t-statistic value of 48.727 and a path coefficient of 0.893. This can be interpreted that the activities of marketing activities on social media X (Twitter) are good, interact, provide a variety of drip marketing content on social media X (Twitter) and also provide positive interactions with Genshin Impact game players.

Keywords: *Brand Loyalty, Game, Genshin Impact, Social Media Marketing Activities.*