

## **ABSTRACT**

*Reported on Kompas.co.id (2024) Pop Mie occupies the sixth sales position when compared to its competitors, Pop Mie's sales volume is still lower with 1.8% market share. This may be caused by consumers' lack of buying interest in Pop Mie. There are several factors that influence purchase intention, namely social media marketing activities, brand awareness, brand image, and brand equity. Pop Mie uses the Shopee marketing platform strategy to promote its products and include important information about the products.*

*Pop Mie noodle products received several questions from reviewers. Some consumers seemed confused due to a lack of understanding of the Shopee Pop Mie marketing platform which they felt was not adequate and clear enough so that consumers felt doubtful and decided to give up their interest in buying Pop Mie products. This indicates that the number of sales of Pop Mie is in a lower position compared to its competitors, perhaps due to problems with the provision provided by Pop on the Shopee marketing platform which is considered less informative.*

*The first objective, this research aims to focus on the promotional part of Pop Mie products through the Shopee social media platform.*

*Second, researchers measured the effectiveness of social media marketing activities (SMMA) related to pop noodle products on brand awareness, brand image, brand equity and customer purchase intention.*

*Third, this research also measures the influence of brand awareness and brand image on brand equity and purchase intention and then brand equity on pop mie purchase intention. The approach to this research uses a questionnaire distributed via Google Form and collects and analyzes data from 385 samples using Likert scale measurements.*

*The findings in this research show that social media marketing activities have a positive and significant effect on brand awareness and customer's purchase intention. Brand awareness has a significant and positive effect on brand image, brand equity, and customer's purchase intention. Brand image has a positive and significant effect on brand equity and customer's purchase intention and brand equity has a significant and positive effect on customer's purchase intention*

***Keywords: Social Media Marketing Activities, Brand Awareness, Brand Image, Brand Equity, Purchase Intention***