

**THE EFFECT OF SOCIAL MEDIA MARKETING  
AND CONSUMER-BRAND ENGAGEMENT ON BRAND KNOWLEDGE:  
A STUDY ON SECONDATE BEAUTY INSTAGRAM PLATFORM**

**YEAR 2021-2022**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana  
Manajemen (SM) in International Business Management Program  
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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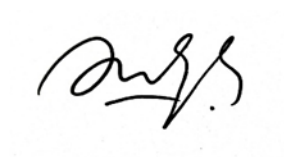
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**Letter of Statement**

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## **AUTHENTICITY ACKNOWLEDGEMENT**

I, Sherly Laurensia Yuanto, hereby declare that I compiled the thesis with the following title:

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Is fully created by the author. All of the references such as idea, theory, citation both direct and indirect that are sourced from various journals are stated in this thesis in the form of bibliography. If it's a proven that the author practices any kind of plagiarism in this thesis, the author would be responsible for it and prepared for the consequences. Therefore, the degree that the author received from Atma Jaya Yogyakarta University would be suspended and the author will give it back to the university.

Yogyakarta, 8<sup>th</sup> June 2022

The Author



Sherly Laurensia Yuanto

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Yogyakarta, 8<sup>th</sup> June 2022

The Author,



Sherly Laurensia Yuanto

**MOTTO**

**“You have brains in your head. You have feet in your shoes.**

**You can steer yourself any direction you choose. You're on**

**your own. And you know what you know. And YOU are the**

**one who'll decide where to go...**

**Dr. Seuss, Oh, the Places You'll Go!**

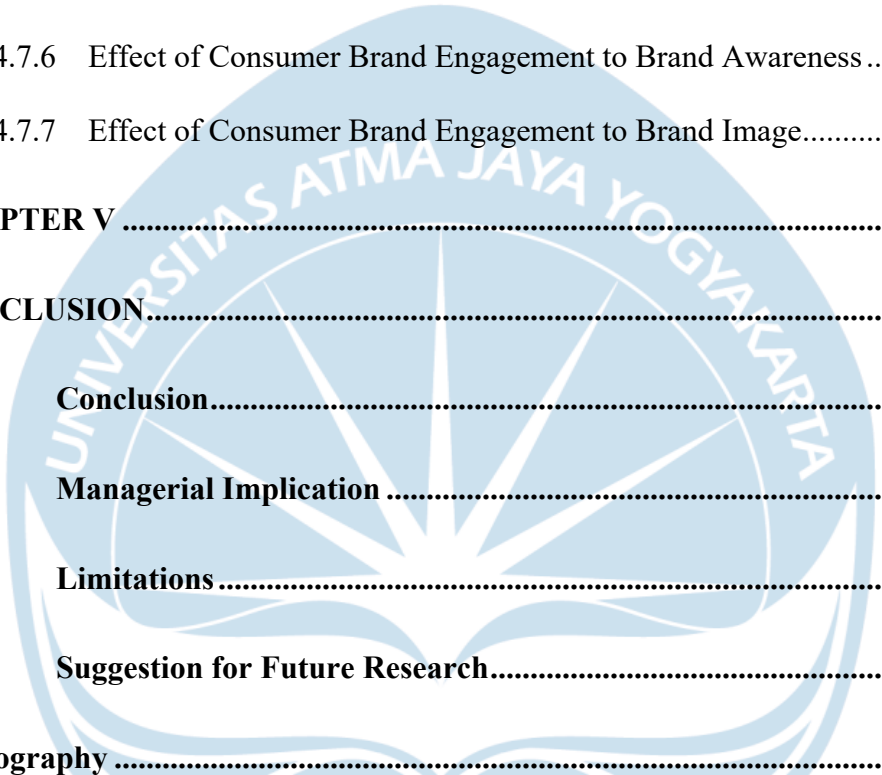
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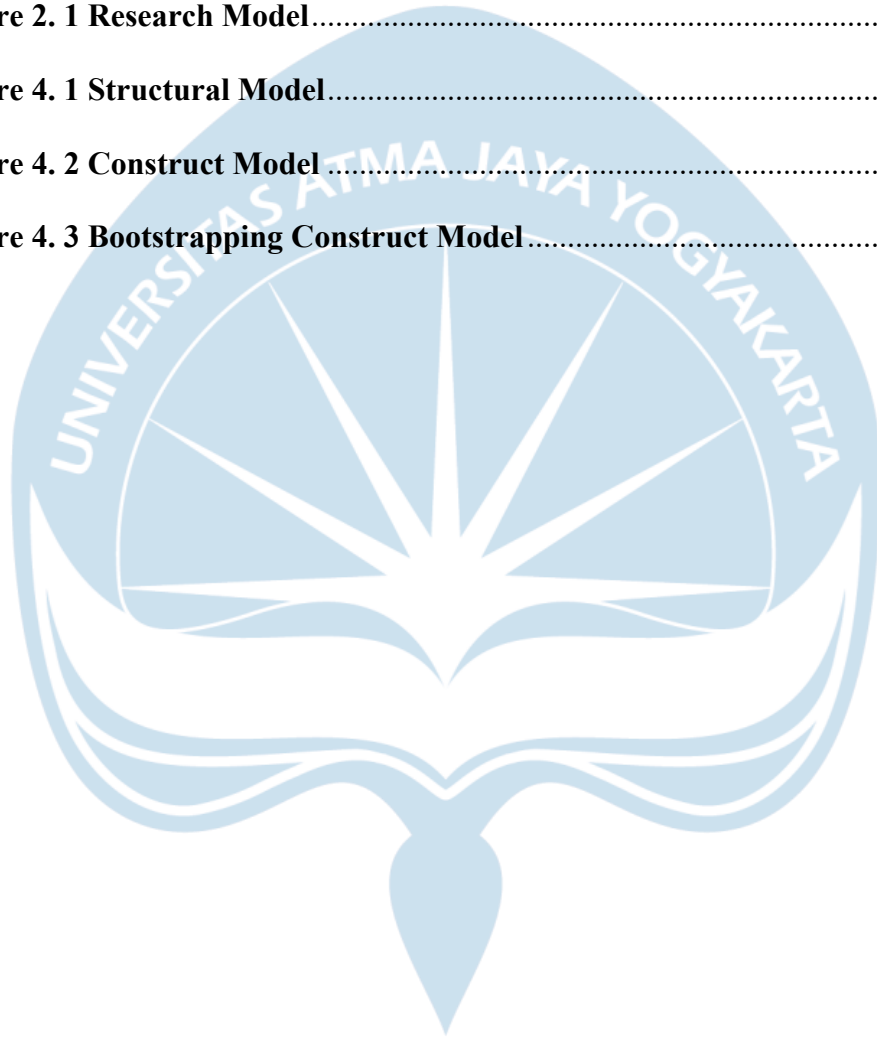
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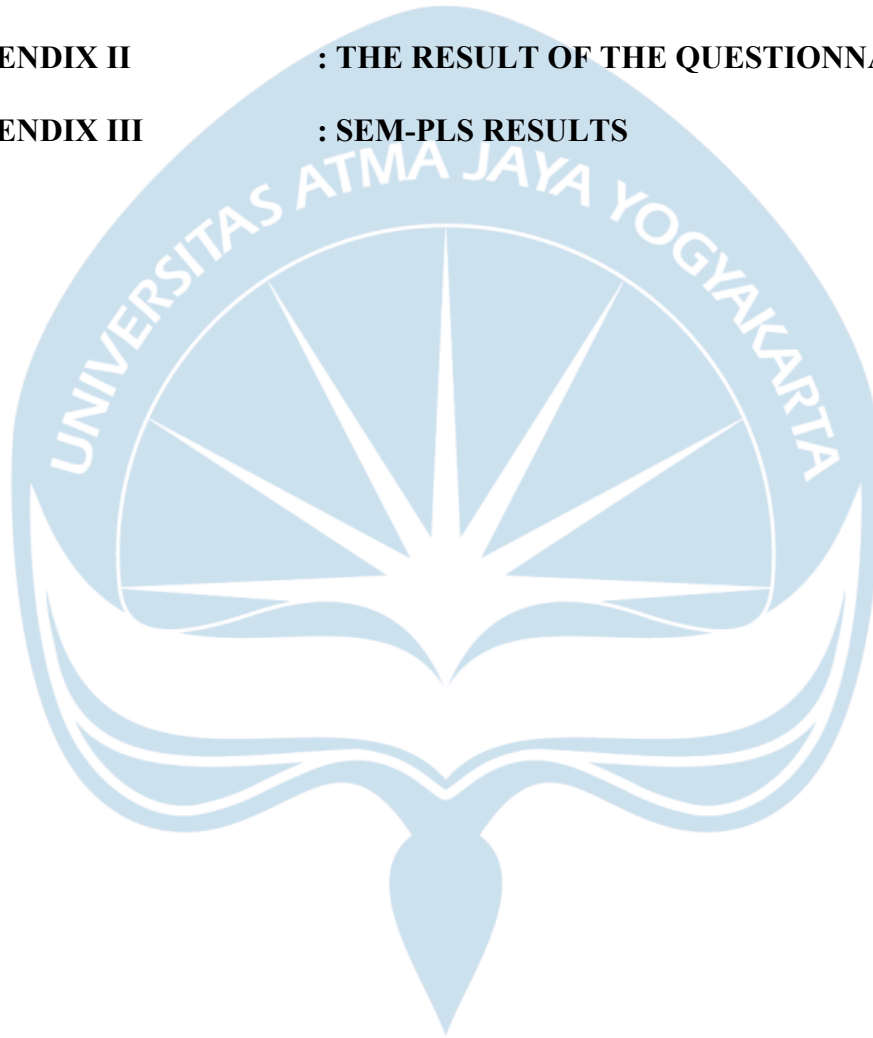
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**Abstract**

The surge in digitalization has transformed marketing practices in various industries. Recently, social media has been widely implemented by local businesses in Indonesia. They are relying on building a connection with their markets through social media. Secondate Beauty has become an example because its presence has attracted massive consumers amid growing competitors in the same industry. This study would like to identify which types of marketing activities on social media affect consumer engagement with the brands and influence the brand knowledge of Secondate Beauty. Using a purposive sampling technique through Google Forms, sampling was carried out using a 5-point Likert Scale.

By 153 respondents obtained, the data analysis continued using the Structural Equation Model (SEM) method with SmartPLS version 3.3.9. The result shows that entertainment and EWOM as social media marketing activities positively influence consumer brand engagement, followed by the same result on the consumer-brand engagement on brand knowledge. It contrasted the variable customization, interaction, and trendiness as a form of social media marketing activities that do not influence consumer-brand engagement.

**Keywords: Social Media Marketing Activities, Consumer-Brand Engagement, Brand Knowledge**