

For a business to succeed in the world, the business must make a profit. To make a profit, businesses need people to buy their products or services. Business needs to market their products or services if they want their business not to go bankrupt. The marketing definition has changed over the years. Instead of telling and selling, marketing is now more focused on fulfilling the needs of the customers (Kotler et al., 2015). This argument is backed up by Baines, Fill and Rosengren (2017) in their book that said marketing definitions are changing from the traditional based, which is focused more on the transactional, to more of building a relationship with the customer. Kotler et al. (2015) in their book also define marketing management as a process of sorting the target market and making a connection with the target market. The definition of marketing will always be changing. Baker and Hart (2003) in their book said that the marketing definition would adapt to the evolution of business. An objective of marketing is to measure the success of a marketing strategy (Lamb, Hair and McDaniel, 2012).

Indonesia also has their own marketing character. Characteristically, Indonesia has a very different market characteristic (Simbolon, 2013). This different characteristic is due to Indonesia is a very diverse country. With every island in Indonesia come different cultures. Even on one island, every region has their own ethnic group.

2.2 Social Media

We use social media in our daily life. Starting from contacting the family to gather info about the performance of the business that we invest in. Social media is moving to become a daily need in society life. According to We Are Social, DataReportal, and Hootsuite (2022), there are 4.7 billion people that use social media. Because of that, the impact of social media is growing every day, with more people coming into an online community (Tuten and Solomon, 2017). In research conducted by Narayanan et al. (2012), they found that social media is shaping the world, making it possible to easily promote business online. Mayfield (2008) also supports that argument. In his published article, he emphasises that the fast evolution and spread of social media like YouTube, Instagram, and many more, also helped by the rapid evolution of mobile technology. That rapid evolution is changing how the world interacts around us.

An example of this is now students from Indonesia that study in the United Kingdom can communicate and notify their parents in Indonesia how the student has been. Not only that, people that have business in the United Kingdom can also easily sell their products or services to the customer in Indonesia through social media. Constantinides (2014) also said in his paper that you could not use social media as a standalone tool. He argues that social media is the last step to improving products or services. Scott (2020) in his book argues that an excellent social media strategy that is effective and executed flawlessly can make sales.

Social media is also having a mass effect in Indonesia. Susilo and Putranto (2017), in their paper, said that Indonesia has the number one spot of social media users in all of Southeast Asia. Because of that, Indonesia also has the biggest market if a company or business want to market their product or services. The use of social media in Indonesia is also supported by the government, more specifically by the Ministry of Tourism and Creative Economy (Suryani, 2016). In contrast, the focus of the support is more toward SME or Small-Medium enterprises. This support shows that the government really care about social media and its potential to grow business.

2.3 Brand Loyalty

Brand loyalty is something we usually see in our daily life. An example of brand loyalty is when a customer decides to buy a product or a service from the same company or business repeatedly. But what is the definition of brand loyalty? According to Tepeci (1999), a brand is a name or a presentation of a business that people can use to differentiate every business. People never agree on the definitions of brand loyalty. Only (Berkowitz, Jacoby and Chestnut, 1978) ever agreed on a definition. Their definition of brand loyalty is a human behaviour that is difficult to change after repeated purchases. Although there is no definitive definition, brand loyalty can still be measured. According to Mellens, Dekimpe and Steenkamp (1996), brand loyalty is a purchasing decision based on an opinion people have on a brand. Brand loyalty can also look like a connection in a chain of effects that connects brand trust and effect to the performance of the brand equity in the market (Chaudhuri and Holbrook, 2001). According to Mao (2010), brand loyalty is a very important aspect of the value of the brand. He also said that brand equity has a close connection with purchasing habits and also an appreciation for the products, which can make sure that people stay loyal to the brand. The reason to maintain brand loyalty is that a loyal customer brings more profit than a new or non-loyal customer. Not only that, but loyal customers are also easier to please because they already know what to expect from the business (Tepeci, 1999). Gommans, Krishnan and Scheffold (2001) in their paper explain that if buyer or customer have a says or involve in the design of a product or service quality, it will create a more intimate or close relationship with the business because they will have a feeling of ownership to that product or services thus created brand loyalty.

2.4 Social Media Marketing

Social media marketing is a new form of marketing. Because of that, not a lot of books or research papers discuss this topic. Many businesses are currently using social media to market their business or services. Li, Larimo and Leonidou (2021), in their paper said that part that has to exist in social media marketing is social media and marketing strategy. In that sense, social media marketing is one of strategy for businesses or companies to market or promote their product or services using social media. In this twenty-first century, social media marketing has become one of the important factors for the company or business to help produce more revenue by reaching more people than using traditional marketing (Anjum and Ghouri, 2012). In his book (Charlesworth, 2015) explain that with real-time social media marketing, the people that handle the social media in that business or company can react instantly to what is going on or trending in social media and capitalise that trend for the benefit of the company or the business.

2.5 Social Media Marketing and Brand Loyalty

After exploring each definition now, the writer wants to explore the connection between social media marketing and brand loyalty. Erdoğan and Cicek (2012), In their paper found that a good social media campaign is the best factor of brand loyalty. The other factor that is also affecting brand loyalty through social media is relevancy, popularity, and how much social media a company use to promote or market its products or services. This paper is also supported by another paper by Rayat, Rayat and Rayat (2017), whose research is conducted in Turkey. They concluded