The purpose of the implementation of this research is to study the effect of the relationship of variables Social Media Marketing with brand consciousness and value consciousness that can influence brand loyalty.

The object examined in this study is active social media users in Batam and also in China. The research method uses purposive sampling, where research samples must meet the criteria characteristic of the main objectives of the study. While this research methodology uses the structural equation modeling (SEM) method with smart PLS version 3.0 to analyze the influence of independent media and mediating variables (brand and value consciousness) on the dependent variable (brand loyalty).

The results of this study show that social media activities have a significantly positive effect on mediation variables (brand consciousness and value consciousness), and the dependent variable (brand loyalty) directly. Social media activities also have an indirectly significant positive impact on brand loyalty through mediating variables (brand consciousness and value consciousness).

Keywords: social media activities, brand consciousness and value consciousness.