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ANALYSIS OF INFLUENCE OF MARKETING ACTIVITY THROUGH SOCIAL MEDIA ON BRAND LOYALTY ON LOCAL FOODS IN BATAM CITY

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ABSTRACT

Social media is now important to use as much as possible because social media is an easy tool to use and can be accessed by anyone. The key to social media is that social media users must actively carry out promotions and make interesting posts so that followers of social media become influenced to communicate about the products being sold. Social media-based services are also important to note because the initial communication with consumers is the consumer's first assessment of the social media of the product. If consumers feel they are not getting enough information related to the product on social media and the lack of response to what is desired by consumers, then consumers will feel disappointed and it is not impossible to leave the product. It is different if consumers feel responded to and served well, then consumers will feel comfortable doing future transactions. Marketing through social media is now a very important key because it can easily reach consumers remotely and can also complete transactions quickly compared to waiting for consumers to come to the store or place of business. The ultimate goal of marketing activities is to achieve brand loyalty towards a brand. Consumer loyalty to a product is said to appear when it meets what is expected by consumers.

Keywords: *marketing, social media, brand loyalty*