

ABSTRACT

The advance technology development and the Covid19 pandemic have brought changes to consumer behavior that are more digitized. Social media even plays a significant role as a stimulus for generation Z consumers, especially in Skincare and Make up category. Instagram, which is still the prima donna of Indonesian netizen, is used as a communication and marketing media for various local skincare brands such as Scarlett Whitening. Although it is considered as a superior local skincare brand with the most followers on social media Instagram, the performance of Scarlett Whitening's social media marketing activities is still unable to compete with the other brands that have less number of followers. Moreover, the comment section of the instagram post cannot be avoided from positive and negative consumer reviews, inappropriate influencer that are not in accordance with consumer wishes, and the emergence of competitors that has shifted its position in selling the best local skincare in Indonesia.

This study aims to analyze the effect of social media marketing activities, electronic word of mouth, and celebrity endorsements on purchase intentions with the role of brand awareness as an intermediary variable on the objects of generation Z that familiar with Scarlett Whitening. The number of samples used was 114 respondents with the criteria of respondents aged 17-27 years, domiciled or currently living in the city of Semarang, and had visited Scarlett Whitening's Instagram social media account. This study uses the Structural Equation Model (SEM) analysis method with AMOS as a data processing tool.

The results of this study indicate that social media marketing activities, electronic word of mouth, and celebrity endorsements, along with brand awareness have a positive and significant effect on purchase intentions.

Keyword: *Social Media Marketing Activities, Electronic Word Of Mouth, Dan Celebrity Endorsement, Brand Awareness, Purchase Intention.*