

## **ABSTRACT**

*Amidst intense competition in the Indonesian halal cosmetics industry, the utilization of social media has become a crucial strategy for the Wardah brand to build consumer engagement. This study aims to analyze the influence of social media marketing on consumer purchase intention in Semarang City by examining the mediating roles of product knowledge, value co-creation perception, subjective norm, and their contributions to brand equity. A quantitative research approach was employed through a questionnaire survey administered to Wardah cosmetics users in Semarang City, with data analysis conducted using Structural Equation Modeling (SEM) assisted by the AMOS program. The model testing results demonstrate that social media marketing has a positive impact on purchase intention through the mediating roles of product knowledge, value co-creation perception, and subjective norm. Furthermore, these three mediating variables contribute positively to strengthening the company's brand equity. Ultimately, brand equity is proven to significantly drive consumer purchase intention toward Wardah products. Practically, this study implies that designing digital marketing strategies that are interactive, informative, and trend-adaptive is crucial for reinforcing brand equity while stimulating consumer purchase intention in the cosmetics industry.*

**Keywords:** *Social Media Marketing, Brand Equity, Purchase Intention, Wardah.*

