

## **ABSTRACT**

*The increasing use of the internet and social media has created intense competition in the beauty industry, including the cosmetics market in Indonesia. Therefore, an effective marketing strategy is needed to build and strengthen brand equity as an intangible asset that adds value to companies amid competition. With strong brand equity, a brand can achieve sustainable competitive advantage. In the digital and globalization era, lifestyle changes and consumer behavior have become more evident, particularly in the growing preference for cosmetic products that align with trends and individual needs.*

*This study employs a quantitative research method involving 200 respondents who meet specific criteria, namely male or female, Indonesian citizens, at least 18 years old, active social media users, and individuals who have used or are currently using Wardah products. The collected data is analyzed using the Structural Equation Modeling (SEM) method through the AMOS (Analysis Moment of Structural) program.*

*The research findings indicate that social media marketing activities have a positive and significant effect on brand equity, brand trust, and brand love. Furthermore, brand trust and brand love also have a positive and significant impact on brand equity. Additionally, brand trust and brand love serve as mediating variables in the relationship between social media marketing activities and brand equity. The most influential factor affecting Wardah's brand equity in Indonesia is social media marketing activities, which impact brand trust and brand love as mediating variables, ultimately affecting Wardah's brand equity in Indonesia.*

*Keywords: Social Media Marketing Activities, Brand Equity, Brand Trust, Brand Love.*