

ABSTRACT

The development of technology and the internet which has been very advanced lately contains the development of the cosmetic industry competing with each other to provide the best products by becoming a market share to meet consumer needs. These needs have an impact on the increasing demand for various types of cosmetics. One of them is Make Over cosmetic products. Many things can influence consumers to make product purchases, one of which is through advertising on social media. Although Make Over is a product that is well known by many people, sales of these beauty products are still experiencing a decline and can be said to be less competitive with other local products. In addition to this phenomenon, based on the existing literature shows that there is a research gap which states that there is an inconsistency of research results between the relationship of social media advertising and customer purchase intention. So based on the phenomena and gaps in this research, this is the basis for this research. This study aims to develop a conceptual model on how to manage Social Media Advertising by using the Self-Congruity Theory approach so as to increase Customer Purchase Intention in Make Over beauty products through brand awareness and internal self-congruity. The data obtained were then analyzed quantitatively and structurally using the method Structural Equation Modeling (SEM) using a tool in the form of the Analysis Moment of Structural (AMOS) program. Based on the results of this study found that social media advertising has a positive and significant impact on customer purchase intention through brand awareness and internal self-congruity. Therefore, all hypotheses in this study were accepted. So it is hoped that this research can be useful in developing the company's marketing strategy for Make Over products and can become a valuable literature for the benefit of academics.

Keywords: *Social Media Advertising, Brand Awareness, Internal Self-Congruity, Customer Purchase Intention, Self-Congruity Theory.*