

## **The Implementation of Social Media Interaction toward Brand Awareness and Brand Image for a Pastry Shop**

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Covid-19 has wide-ranging effects on e-commerce, technology, business travel and the economy, and has forced the country to close retail stores. Through the pandemic, the usage of online retail applications and e-commerce has increased significantly. This trend has triggered social media to be an effective marketing channel in communicating brand-related information and stimulating consumers' brand engagement and brand knowledge. However, a traditional pastry shop is facing the problem of low brand awareness and brand image due to low social media interaction. Before designing a social marketing plan for the shop, this study will examine the factors that influence brand awareness and brand image. Quantitative method will be conducted in this study by distributing surveys via Google form. The target population for the study is 200. This study is expected to provide deeper insight in social media interaction for the company to enhance their brand awareness and brand image.

**Keywords:** *Brand Awareness, Brand Engagement, Brand Image, Social Media Interaction*