

Abstract

Social media marketing may change the behavior of customers and also changes marketing. Social media marketing is now becoming a big component of marketing strategy. Whereas the conceptualization of the consumer activities in social media is having their own motivations. The aims of this research is to explain consumers behavior on social media marketing and offers a new marketing strategy for Starbucks Indonesia social media guidance. This study uses inductive and deductive approaches to examine the role of social media in the consumption cycle based on the SICAS model, and then put forward the strategy of optimisation. By offering more details about the differences in consumer use of social media this research will give an existing answer through online surveys that related to the behaviours. This study will explore the definition and status of social media and marketing from the viewpoint of the SICAS model. At the end of this research there will be recommendations for a social marketing strategy for Starbucks Indonesia.

Keywords: Social Media Marketing, SICAS Model, Consumer Behaviour.