

## ABSTRACT

*Technological advances and product marketing are increasingly massive which makes communication channels no longer possible through traditional channels, therefore Batik Kultur designs social media marketing communications as effectively as possible. This research was conducted with the aim of knowing the factors that influence the social media marketing of Batik Kultur. This study uses quantitative methods, research quantitative research based on empirical experience by collecting data in the form of numbers that can be calculated and in numerical form. The results of this study are: 1) Content creation, basic strategy in implementing marketing on social media; 2) Content sharing, Disseminating content to social communities; 3) Connection, the formation of an attachment between the sender of the message and the recipient of the message; 4) Community building, the formation of a digital community formed from a common view.*

**Keywords:** *Social Media Marketing, Communication, Batik Kultur, Marketing, Consumer*