

ABSTRACT

This research aims to analyse the influence of sports activities, social media marketing, and product knowledge on the level of use of L-Men 2Go in Central Java. Sports activities are the main focus because they are proven to increase awareness of the importance of protein consumption to support health and exercise effectiveness. Apart from that, the use of social media as a marketing tool is also analysed because currently many consumers are looking for product information through this platform.

This research uses a quantitative approach with a survey method involving 200 respondents from various sports communities in Central Java. The research results show that sports activities and social media marketing have a significant positive influence on L-Men 2Go product knowledge. This product knowledge, in turn, has a positive influence on the level of use of L-Men 2Go among consumers.

These findings provide practical implications for companies in designing effective marketing strategies, with a focus on strengthening sports activities and optimizing marketing via social media. This research also provides insight into the importance of consumer education in increasing product knowledge and usage loyalty.

Keywords: analyse the influence of sports activities, social media marketing, and product knowledge on the level