

## ***ABSTRACT***

This thesis aims to analyze relation between Customization, Electronic Word of Mouth (EWOM) in social media and Trendiness with millennials consumer brand engagement of Healthy Yummy Nutty in Jakarta. The data were collected from Healthy Yummy Nutty consumers in Jakarta from 16 years old until 38 years old. The research is conducted to 200 Healthy Yummy Nutty consumers in Jakarta. The result is analyzed using SPSS Software and using multiple regression method. Based on the results of existing research, it is concluded that the involvement of consumers in the brand is very necessary because it can make the company image last in the long term and the presence of consumers is also a very important factor for the success of a company.

***Keywords:*** Customization, Electronic Word of Mouth (EWOM) in SocialMedia, Trendiness, and Consumer Brand Engagement, Millennials.