

ABSTRACT

Nowadays, many businesses use social media accounts to advertise their products. business should pay attention to the usefulness of social media in accordance with their target market to make a given message is effective, efficient and meet the objectives of its use. The speed of internet access and the rapid growth of the smartphone industry makes it easier for people to get information. In the field of marketing, this affects how the promotion is done.

The use of social media which is actually means for social interaction between online individuals becomes commonly used by companies as a tool for promotion. One of the social media that is often used is Instagram, an application that allows users to share photos and pictures along with short messages with other users. This study discussed how Instagram as a social media can affect consumer purchase intention. The subject of research is Wardah Cosmetics.

The method in this research using quantitative research methods. This research is descriptive verification (causal) research, using multiple linear regression model. Sampling technique using a nonprobability sampling with a type of purposive sampling. Data collected through online questionnaires via google form to 400 respondents with 30 items of statement. Data processing techniques using descriptive analysis, a classic assumption test, and hypothesis test.

Based on the descriptive analysis, promotion through social media on instagram be in good category. Based on the results of hypothesis testing, promotion on social media instagram partial effect consisting of context, communication, collaboration and connection to the buying interest of Wardah Cosmetics followers and simultaneously influence the buying interest of Wardah Cosmetics followers.

Based on the results of the research, the researchers suggest the Wardah Cosmetics to notice the usefulness of promotion through social media instagram with maintaining performance in the dimension of context because it has the largest score and most dominant in influencing purchase intention. Wardah Cosmetics should improve performance on the dimensions of connection because it has the lowest score even though it's still in a good category, it's better for Wardah Cosmetics to pay more attention to this dimension. It can be done by enhancing relationships fostered by Wardah Cosmetics account on social media instagram.

Keywords: *social media, instagram, promotion, purchase intention.*