

ABSTRACT

Today, many businesses use social media accounts to advertise their products. Business people must pay attention to the use of social media in accordance with the target market so that the message provided is effective, efficient and meets the purpose of its use. The speed of internet access is supported by the rise of the smart phone industry, making it a very popular alternative for people to obtain information. In the field of marketing, this greatly influences the way promotions will be carried out.

The actual use of social media for social interaction between individuals online is becoming common, companies use it as a tool for promotion. One of the frequently used social media is Instagram, an application that allows users to share photos and images along with short messages with other users. This study discusses how Instagram as social media can influence consumer buying interest. The research subject was Exodos57.

The method in this study uses quantitative research methods. This research using multiple linear regression models. The sampling technique uses nonprobability sampling with a type of purposive sampling. Data was collected through an online questionnaire through google form for up to 100 respondents with 18 item statements. Data processing techniques using multiple linear regression analysis and hypothesis testing.

Keywords: Social Media, Instagram, Promotions, Purchasing Decisions