ABSTRAK

The development of new media as a social media marketing platform has created a new trend in marketing communication. A survey from The Indonesian Association of Internet Service Provider (APJII) in 2017 shows that Indonesian people is the largest internet and Instagram users in Asia Pacific. The emergence of culinary content as one of the most popular Instagram content in Indonesia is one of the effects of the development of food bloggers in Indonesia which uses Instagram as a culinary marketing tool. An Instagram account under the name @cafesrestodiary is a food blogger from Bandung that make reviews as a social media marketing tool for restaurants or cafes in Bandung. The purpose of this research is to find out whether how significant are the effects of social media marketing make through food blogger towards the purchase intention in Instagram account @caferestodiary. This research uses quantitative method with descriptive analysis and multiple linear regression. Datas for this research were obtained by distributing questionnaires to 270 respondents from the followers of the Instagram account @caferestodiary. Based on the result of the research, it can be inferred that social media marketing through food blogger and the purchase intention of Instagram account @caferestodiary belongs in the good category and very good category with the average percentage of 82,5% and 84,2%. And from the calculation of coefficient of determination (R square), the number 42,8% was obtained. So it can be concluded that the effect of social media marketing through food blogger has a significant effect towards the purchase intention on Instagram account @caferestodiary.

Keywords: Food Blogger, Social Media Marketing, Purchase Intention