

## **ABSTRACT**

*Tridaya is one of the bimbel service providers established in 1991 in the city of Bandung. Its distribution has now reached 26 branches throughout Java. One of its branches is in the city of Cirebon, which was first pioneered in 2006. Tridaya Cirebon branch has several social media to disseminate product information, one of which is Instagram which has a problem in lack of awareness in terms of the amount of engagement and also the number of likes and comments. In addition, during the last three periods Tridaya Cirebon also experienced a decrease in the number of tutoring students. To find out the influence of social media through Instagram on purchasing decisions with brand awareness as an intervening variable is the purpose of this study.*

*This research is a quantitative study with data analysis methods used in this study is structural Equation Modeling (SEM) which is processed using the SmartPLS data processing application. Taking samples using the Slovin formula because the population is known.*

*The results of this study, respondents' responses regarding social media variables, brand awareness variables and purchasing decision variables are in the good category. As for the hypothesis test conducted by looking at the t-statistical value, it shows that all proposed hypotheses are accepted. So it can be concluded that the object of this study has a positive and significant influence between social media variables on purchasing decisions through brand awareness as an intervening media.*

**Keywords :** *social media, brand awareness and purchase decision*