

ABSTRACT

Instagram is a photo and video sharing application which allows users to take photos, take videos, apply digital filters, and share them to various social networking services. With these facilities that offered by Instagram, there is a new term for people who have a lot of followers to promote certain products, this term is called endorsement. Dalang Pelo is one of the content creators on Instagram that has many fans, so there are a lot of domestic startup products who want to be endorsed by Dalang Pelo. This study aims to find out how respondents respond to Instagram's content creator endorsement and buying interest, as well as to see how much influence the Instagram's content creator endorsement has on partial or simultaneous buying interest in domestic products. The method used in this research is descriptive causal method and quantitative approach. The results showed that Instagram's content creator endorsement consist of sub-variables such as visibility, credibility, attraction and power received responses of 80.3% and counted as very good category. Interest in buying domestic products received respondent responses by 73% or in a good category. The results also show that there is an influence of the Dalang Pelo endorsement for 55.6% domestic product buying interest, while the remaining 44.4% is influenced by other factors which not examined on this study.

Keywords: *Instagram, Endorsement, Products, Domestic Products, Buying interest*