

## **ABSTRACT**

With the development of the era, more and more culinary businesses are developing in the market and competing to compete with each other, plus the rapid development of technology in the digital era helps human life become easier. And the food business industry can easily be marketed through social media. Therefore Bocibasoaci PT. AA Mapan Perkasa creates innovative products and takes advantage of social media marketing to market its products through Instagram. This study aims to determine all the strong effects of social media marketing through Instagram on purchase intention. This research was conducted using social media marketing variables (X) and purchase intention (Y). the social media marketing variable (X) has four dimensions, namely context, communication, collaboration, and connection. And for the purchase interest variable (Y) it also has 4 dimensions, namely attention, interest, desire and action. This research uses quantitative research methods with descriptive research type. The sampling technique used was nonprobability sampling with purposive sampling type. And the data technique used in this study is a questionnaire to 100 respondents. Based on the results of descriptive analysis, social media marketing has an average proportion of 74.84% which is included in the high category and purchase interest has an average proportion of 79, 19 % where this category is high. The discussion analysis used is simple linear regression analysis. The result of this study is that social media marketing has an influence on purchase intention with a value of 40.9% and the remaining 59.1% which is influenced by other unknown variables in this study.

**keywords: social media marketing and buying interest**