

ABSTRACT

Elzatta Hijab rises in the midst of a pandemic and is more effective using Social Media. By using Social Media Marketing Consumption, Curation, Creation, and Collaboration to see and increase Buying Interest from Elzatta Hijab consumers through Social Media.

This research uses quantitative method with descriptive research type. Sampling was done by using probability sampling method with the type of simple random sampling, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and SPSS (25).

The results of this analysis indicate that there is a positive and significant relationship between Social Media Marketing Curation and Collaboration on Purchase Intention, and the other two variables Consumption and Creation do not have a significant effect on the Purchase Interest variable. Consumption and Creation variables need to be increased or improved in order to increase Purchase Interest.

Key Words: Social Media Marketing Consumption Curation Creation and Collaboration, Buying Interest, Elzatta Hijab.