

## ABSTRACT

The coffee industry is currently growing rapidly, in the last 5 (five) years a lot of new players have been born in this industry. One of the cafe brands that is the object of the author's research here is Manupi cafe. The object of this research has a location that is not on a primary or secondary road, social media marketing activities are needed to provide information on the existence of Manupi to target consumers, and Manupi itself has experienced a 38% decline in sales in the last 3 months.

In this study, what was observed was marketing through social Instagram. Instagram was chosen because Manupi's own target consumers are young people with an age range of 17-30 years who like to spend their time in coffee shops.

This study aims to determine the effect of Instagram's social media marketing activities on purchase intention at the Manupi cafe. The data analysis method uses structural equation modeling (SEM-PLS) analysis techniques which are processed using SmartPLS 4.0 with a total of 385 respondents. This type of research sample is purposive sampling by using questionnaires to 385 respondents.

From the data that has been processed, it is found that SMMA, Brand Equity, and E-Wom have a positive effect on purchase intention. Marketing activities have also been proven to participate in increasing insight/traffic on Manupi cafe's Instagram social media accounts. In addition, this SMMA activity also had a significant effect on increasing Manupi cafe sales.

At the end of the research activity, Manupi's Instagram social media account experienced a spike in insight/traffic up to +1.20%, with a total account visit of 244,000 accounts, and an increase in followers of 3,794 accounts. On the sales side, Manupi cafe has experienced an increase in sales of up to 100% in the last 6 (six) months.

**Keywords:** *social media marketing, coffee shop, Instagram, Purchase intention*