

ABSTRACT

The number of fashion trends that exist in Indonesia makes people have many choices to choose a fashion style according to their respective styles. The number of fashion producers who are in the market in Indonesia, both local, western and eastern, adds to the choice of clothing styles that can be offered to the public. One of the fashion producers that is in the market in Indonesia is Uniqlo. Uniqlo is very popular with the public because of the quality of its products, affordable prices, models that are not time-consuming, and prioritizing comfort. Based on a survey conducted by Populix, Uniqlo is one of the fashion producers that are in demand by the Indonesian people by occupying the fourth position. Currently, social media is one of the media used to carry out promotional activities. Uniqlo has also used social media to promote, one of which is using Instagram as a promotional medium. Although Uniqlo has a larger number of followers than its competitors, Uniqlo still occupies the fourth position.

The research conducted by the author aims to find out how the influence of promotional activities on Uniqlo's Instagram social media and the activities of Instagram users who create content about Uniqlo on people's buying interest mediated by brand passion.

The method that will be used in this study is a quantitative method with data collection techniques using surveys that will be distributed via google form whose assessment uses a 5-point Likert scale. The research to be conducted is descriptive. the source of the data obtained by the author is primary data obtained through a survey to the people who follow Uniqlo Instagram. The number of respondents data obtained as many as 385 respondents who were collected by using a questionnaire distribution. The data obtained will be analyzed using a structural equation model (SEM) with AMOS software.

The results of the analysis in this study state that firm created content has no significant effect on Instagram users to create content on Instagram, and firm created content has no effect on customer brand passion. Then user generated content has a significant effect on brand passion and brand passion has a significant effect on purchase intention. Based on the results of the research that has been done by this author, it is hoped that it can be a reference for future research using the same variables and also for companies that can provide benefits, namely regarding social media marketing, brand passion, and purchase intention.

Keyword: Social media marketing, firm created content, user generated content, brand passion, purchase intention