ABSTRACT

For streaming service companies such as Disney + Hotstar, viral marketing has a very important role because based on the results of the pre-survey, researchers can conclude that many consumers find Disney marketing advertisements via social media. Consumers can find Disney advertisements on informative social media (Instagram, Twitter, Facebook). The purpose of doing this research is to find out and analyze how Viral Marketing influences the buying interest of Disney+Hotstar consumers.

This research uses a quantitative method with a descriptive research type. Data collection by distributing questionnaires to 100 respondents who are potential customers of Disney + Hotstar. The data analysis technique used in this study is simple linear regression analysis using IBM SPSS 26 software. This study proves that viral marketing significantly influences Disney+Hotstar consumer buying interest.

Keywords: *Viral Marketing, Consumer Buying Interest*