

ABSTRACT

Every piece of content uploaded through social media, such as Instagram, has certain contents and purposes, one of which is to increase consumer buying interest. Sacha Café is an SME engaged in culinary. Although Sacha Café has promoted products on Instagram, Sacha Café is still not consistent in creating content that affects the decline in consumer purchase intention, as can be seen from the declining Instagram @sacha_cafe insight. So this research was carried out to analyze the Influence of Instagram Social Media Marketing Content on Consumer Purchase Intention.

This study used descriptive quantitative research methods using continuum lines. The population in this study was visitors to Sacha Café SME with a questionnaire distribution technique to 100 people, with the technique of distributing questionnaires to 100 people. From the results of the study, it can be seen that marketing content has a significant partial effect on buying interest by 38.6%, while 61.4% is influenced by factors such as location, price, and product quality that were not studied.

Keywords : *content marketing, purchase intention, Instagram*