

ABSTRACT

The phenomenon found is the development of the internet encouraging people to change shopping patterns, then change marketing patterns. The research is replication because it uses existing theory but there are differences in the research object, namely Soulyu Beauty. The research aims to find out how social media marketing and Purchase Intention are described at Soulyu Beauty, then also to how much influence social media marketing has on Purchase intention.

The method used in research is quantitative. A questionnaire was distributed to 100 (one hundred) samples selected from Instagram users. The data analysis techniques used include descriptive analysis, correlation analysis, classic assumption tests, simple linear regression analysis, coefficient of determination analysis, and hypothesis testing using t-test..

The results of this study found that Soulyu Beauty's social media marketing was still in the good category, on the other hand, the interest in buying Soulyu Beauty was still in the good category. Then social media marketing Instagram has a significant effect on customer buying interest at Soulyu Beauty. Advice that can be given to Soulyu Beauty, Soulyu Beauty can involve customers and potential customers more in marketing efforts, either by providing promos or giveaways to prospective customers so that they can generate interest without forgetting their loyal customers. For further research, other variables can also be added, such as Customer trust

Keywords: *Buying Interest, Instagram, Social Media Marketing*