

ABSTRACT

Social media has become an essential part of daily life in modern times, allowing creativity, business and communication to flourish. An example of a platform that plays an important role in digital marketing is Instagram, which is used by businesses to reach consumers through engaging visual content, such as the @rahsa.nusantara account. However, there are challenges in optimizing features and copywriting techniques to increase consumer buying interest. So this study aims to determine how much influence Instagram content copywriting @rahsa.nusantara has on followers' buying interest. In this study, researchers used quantitative methods by collecting data through filling out questionnaires through Google Forms distributed via Instagram DM and Whatsapp groups to 100 followers of the @rahsa.nusantara account. The data analysis techniques used by researchers include descriptive analysis, normality test, heteroscedasticity test, simple linear regression test, coefficient of determination, and partial hypothesis testing. The results of this study indicate that there is an influence of Instagram content copywriting @rahsa.nusantara on followers' buying interest. According to the calculation of the coefficient of determination, variable X, namely Instagram content copywriting @rahsa.nusantara, has an effect of 43% on variable Y, the purchase interest of followers. While the remaining 57% is influenced by other factors not studied in this study.

Keywords: *Copywriting, Social media, Purchase intention.*