

## **ABSTRACT**

*Presently, the pet store sector in Indonesia is likely undergoing substantial expansion. As per the Indonesian Pet Food Association (AMHKI), the pet food sector in Indonesia is projected to experience an annual growth rate of 20 percent. Approximately 60 percent of the market is concentrated on the island of Java, which includes Jakarta and other prominent cities. According to data obtained using advanced web scraping techniques, there are a total of 296 pet shops located in Jakarta. Consequently, numerous emerging pet shop enterprises must possess the capability to compete and entice customers through effective marketing techniques. Marketing via social media is currently crucial due to its widespread usage. Queen Petshop is a SME that operates in the PetShop industry in Central Jakarta. Queen Petshop utilizes social media platforms to entice clients into purchasing their products. Instagram is the chosen social media channel.*

*The objective of this study is to examine how the exploitation of data on Instagram can enhance consumer interest in purchasing products at Queen Petshop. The research methodology employed is a descriptive qualitative approach. The methods utilized for data collection encompass observation, interviews, and documentation.*

*The outcome of this study is the effective application of data extracted from pre-existing material on Instagram to captivate consumer interest in making purchases. The researcher enhanced the current material by modifying the color scheme template and incorporating visually appealing designs.*

*The Queen Petshop team is expected to utilize the new color combination template and the information produced by the researcher as a guide for future content creation*

**Keywords:** *Purchase Interest, Big Data, Social Media*