

## ABSTRACT

*Unggascare exists because of emerging problems in the poultry industry, which does not yet have a platform that can facilitate poultry lovers. Because Unggascare is a marketplace-based application that was developed specifically to support sales services for poultry and equipment related to poultry. In this era of globalization, technology continues to develop to meet human needs. With that, globalization has an influence on industry, especially the poultry industry. With the presence of Unggascare in the poultry industry, it can facilitate interaction between producers and consumers in terms of buying and selling via online platforms. This application has a main focus on providing superior features and a service process that is easy, comfortable and reliable for users. This application provides features, namely events, shopping, forums and consultations.*

*The aim of this research is to find out how social media marketing Instagram influences interest in purchasing Unggascare products in Bandung on a spatial basis. In this research, data collection was carried out by distributing questionnaires over a period of seven days with a total of 115 respondents. The data was analyzed using simple linear regression analysis, then processed using SPSS. Based on the results of data processing, it can be concluded that partially, the Social Media Marketing variable has a significant effect on Purchase Interest.*

***Keywords: Poultrycare, Social Media Marketing, Purchase Interest***