

ABSTRACT

The current global era with technological sophistication forces all business activities to be able to adapt and adopt technology to be a very influential part of the business being run. Instagram is one of the social media applications accessed by almost everyone. The benefits of using Instagram are as media, information, and channeling creative ideas through photos and videos. And can also be used as a medium for buying and selling and promotion. The business field that is still growing today and will continue to grow along with the development of the population in the world is the culinary business. promotion on the Instagram application needs to be done to confirm whether Instagram has really proven effective in applying to the effectiveness of online promotions. The type of research used by researchers is descriptive quantitative method. This descriptive quantitative provides information to know the value of variables, be it one variable or more without making comparisons between variables. The results obtained are that online promotion through Instagram on purchasing decisions is in the very good category. There are several factors that influence purchasing decisions in online promotions on Instagram, as for the factors that influence consumer attention based on answers from respondents, namely the number of followers, photos and videos on feeds, video reels, upload captions, Instagram stories, product variants, delivery options, pickup options, time and place of purchase and payment methods that can be made during transactions. The most influential factor is product variants. Respondents' perceptions of Taichan Kite satay promotional materials on Instagram Feeds, Instagram stories and video reels in influencing respondents' purchasing decisions fall into the very good category.

Key Words: Digital Marketing, Online Promotion, Marketing Strategy.