

## **ABSTRACT**

*Bandung city known as center for food according to the people of tourism andar danova Goeltom, m.sc. Bandung were known as center for Nusantara food since 1941. This would be one factor causing business culinary in the greater bandung very tight. To boost sales any business culinary every owners must do marketing that could face an intense competition. One way marketing that you can do is using online marketing. One of the media marketing online that used by the owners of the restaurants and cafe in the greater bandung is Instagram.*

*In the development of technology foodblogger emergence of . Foodblogger is blogger who relies on his blog on material thing in the subject of the food or culinary . For first time these activities only in a post on a page blog and website of course but in an era when this is more foodblogger that conducting a review on restaurant and cafe at social media instagram by making special account contained information about diverse culinary at restaurants and café and it has been in a review.*

*The purpose of this research is to see how attitude toward advertisement consisting of personal relevance , interactivity , message and brand familiarity in advertisements through foodblogger account at social media instagram and decision to buy types of buyers in cafe and restaurants around bandung simultaneously and partial and variables most dominant impact on the purchase types of buyers in café and restaurants around Bandung City.*

*Data collection method dilakukan to the spread of the kuisisioner for the followers account foodblogger at social media instagram addressed to 384 respondents. This research uses the quantitative of the kind of research causal. Analysis techniques the data used analytics multiple linear regression using t test and f test.*

*The result showed that attitude toward advertisement consisting of personal relevance, interactivity, message and brand familiarity simultaneously significant of the decision to buy types of buyers in cafe and restaurant in a town bandung of 39,3 %. In partial all variable an attitude toward advertising significant of the decision the purchase types of buyers in cafe and restaurant in a town bandung .Variable personal relevance is the variable the most dominant influential of the decision the purchase types of buyers in cafe and restaurant in a town bandung is as much as 17,1 %*

**Keyword** : *Attitude toward advertising , the purchase decision , instagram , foodblogger*