

ABSTRACT

Since its emergence, the internet has shown an unexpected development. The internet user has since been growing. Based on estimation made by “we are social” on id.techinasia.com the number of active internet user is as big as 31,7 billion user. From time to time, the number of internet user has been growing up to 7,6 %. As a developing nation with a total population of 255,5 million, 72 millions of those are social media user. Instagram is experiencing a growth as 100 million users have recorded since December, 2014. On the study conducted by *Global Web Index* on fourth quarter of 2013, and publicized on January 2014, found that Facebook only has 3% active users meanwhile Instagram users reach 23%. HijUp known as one of the *startups e-commerce* from Indonesia with the fastest business growth in Asia. One of the prove is, in contrast of its five millions rupiahs initial capital now HijUp has a 500 million to one billion rupiahs income.

This study aim to know the impact of social media communication on intention to buy of consumers and followers of @HijUp Instagram account and to know the impact of social media variable that consists of *firm-created social media communication* and *user-generated social media communicaton* on *brand attitude*.

The research methodology is using quantitative method. Population of this research are the followers of @HijUp Instagram account with 404 respondents as sample. This study uses SmartPLS version 2.0 software and Sobel Test to process the data.

This study found that *R-Square* for *intention to buy* is 0.49, shows that intention to buy variabel can be explained by brand attitude variable as big as 49% the rest of 51% are explained by other factors that are not observed on this study. And then the *R-Square* for *brand attitude* is 0.49, shows that *brand attitude* variable can be explained by *firm-created social media communication* and *user-generated social media communication* variable as big as 43% the rest of 57% are explained by other factors that are not observed on this study.

The results of this study show that *brand attitude has a positive impact on purchase intention. Brand attitude is impacted by firm-created social media communication and user-generated social media communication. User-generated social media communication has the biggest impact on brand attitude.*

Keywords : *brand attitude, firm-created social media communication,intention to buy,user-generated social media communication*