

ABSTRACT

Nowadays, Indonesian culinary expansion, especially in Bandung is developing rapidly, by the number of restaurants and cafés which has more than 3.000 amount of restaurants. This culinary tour in Bandung has so many specialties, start from its kind of product that it supplies, various taste, cozy and unique concept of place, and many range of prices. Tight competition between each culinary firms make them have to survive and keep in developing in order to face the competitive market itself. Internet-based technology such as social media is used by the culinary firms in Bandung; Steak Ranjang to do the social media marketing to communicate the information about the products. It is all caused by the consumer behavior that is often using social media like Instagram in their social live influences their interests in goods and services that will be consumed. The purpose of this research is about to know the social media marketing influence through Instagram against the interest of consumer to buy Steak Ranjang in Bandung, case study at Instagram user in Bandung, 2016. The method that the writer uses in this research is a descriptive method, data collective through questioner. Data test by validity test, reliability, and normality. The analysis uses descriptive statistic and analysis simple linier regression with taking Instagram users in Bandung as the sample that being the followers or have to open of Steak Ranjang's Instagram in Bandung.

Key Words : Marketing, Social Media Marketing, Purchase Interest.