

ABSTRACT

Kopi Timboel is one of the cafes that makes use of social media as one of its promotions namely *Instagram*. The purpose of this research is to know how much the influence of the promotion through social media *Instagram* to the decision of purchasing of *Kopi Timboel* is.

This research will be a quantitative research. Data collection will be questionnaire and literature review in which it is tested with the test of validity, reliability, normality, f test, t test and determination coefficient test. The analysis will be descriptive statistic and simple linear regression analysis in which its sample is consumers of *Kopi Timboel*.

Based on the simple linear regression analysis, it is received an equation of $Y=15,409+0,671$ and it can be meant that the influence of the promotion through social media *Instagram* affects significantly to the decision of purchasing. Based on the correlation relationship, it can be meant that variable X (the promotion through social media *Instagram*) affects variable Y (the decision of purchasing) for about 0,308 (30,8%) while the rest is affected by other factors in this final report such as advertisements on radio, word of mouth promotion, website and non-researched sponsors.

Keywords: social media, *Instagram*, decision of purchasing