

## **ABSTRACT**

Along with the development of technology in the modern era as now it certainly gives a significant impact in various fields, which one of which is the field of economy. The aviation industry in Indonesia shows the development after the issuing of Presidential Decree No. 33 of 2000, namely the revocation of the entry ban and permission of aircraft operations, From this policy is a low cost base plane or low cost carier began to appear. Social media has become one of the media used by the company, especially brand as a promotion event and sebgai way to interact with consumers directly. AirAsia Indonesia advertises their sales promotion on an instagram social media platform which of course this could be a potential online business opportunity. This research has purpose to know how big influence of AirAsia Indo sales promotion done through instagram to purchase decision. This study uses quantitative methods used to examine the population and specific samples by involving 100 respondents as samples conducted by spreading questionnaires. The results of this study show that AirAsia Indonesia airline ticket promotion through Instagram @airasia\_indo account significantly to the purchase decision with a contribution of 52.5%.

Keywords: Promotion, Social Media, Purchase Decision