

ABSTRACT

The development of information and communication technology has an impact on changes in behavior, attitudes and psychology of people who are dependent on technology. Social media that is currently an idol for every community is not only used to communicate and access information, but also can be a means for advertising and promotion. This opportunity makes IndiHome market its products through social media, which is an effort to support the company's marketing which plays an important role in attracting consumer interest, and maintaining the reputation of its brand.

This research was conducted at PT. Infomedia Nusantara is the Marketing service of IndiHome. The purpose of this study is to analyze the buying interest in IndiHome at PT. Infomedia Nusantara Buah Batu, City of Bandung. The variables in this study are advertisements on social media, brand reputation, and buying interest. The research method used in this study is descriptive research using a quantitative approach. The unit of analysis of this study is that the people of Bandung City and the unit observation are IndiHome customers

The results of the analysis using descriptive methods that instagram ads and brand reputation by distributing questionnaires to 100 respondents with 27 statements as a whole entered into the good category and the results of the regression model analysis $Y = 0.409 + 0.489 X_1 + 0.094 X_2$ are feasible to use. Based on the test results of the determinant coefficient that the influence of advertisements on social media instagram and brand reputation on buying interest in IndiHome is 47.1% and the rest is 52.9% which is influenced by other marketing factors such as advertisements on television, personal selling, brochures, events, price and service.

Keywords: Advertising, social media ads, instagram ads, brand, branding, brand reputation, purchase intention