

## ***ABSTRACT***

Currently, many emerging culinary business account that utilizes social media to advertise its products, so the culinary business competition became tighter. Food business should look at the usefulness of social media to suit the target market so that a given message is effective, efficient and fulfill the purpose of its use. This research aims to know the influence of the benefits of social media marketing through Instagram on the interest in buying followers of Bandung Makuta.

As for the method used in this research is descriptive method, data collection through questionnaire. Test data through test validity, reliability, and normality. Analysis using descriptive statistics and simple linear regression analysis with Instagram users i.e. sampling that follows Instagram Bandung Makuta.