

ABSTRACT

Bandung is the culinary choice of tourists because of its uniqueness and diversity of the restaurants themselves. Even café owners are competing to provide the best products and create a place with a theme that is as unique and interesting as possible in order to attract the attention of visitors and become the best choice for visitors. Bandung itself has a lot of unique and interesting culinary attractions. To be able to compete in every café in Bandung, it must be able to compete with its competitors, especially in terms of promoting its café. In this modern era promoting a cafe using Social media marketing through Instagram is certainly something that must be done, because social media is a medium for socializing with each other or more and done online that can be done without being limited by space and time, the function of social media Instagram is also able to share information, post pictures, or videos, fun is certainly very important if used for the promotion of café to its followers or followers of the café. This study aims to determine how much influence the Social media marketing has on Consumer Buying Interest at Cafe.in Bandung. This research uses quantitative and descriptive research methods and uses a simple linear regression test. Sampling using non-probability sampling techniques with the type of purposive sampling, data collection by distributing questionnaires as many as 100 respondents. The results of this study get the value of Social media marketing attributes through Instagram that is 81.96% in the good category, the value of buying interest is 82.21% in the good category. The influence of Social media marketing through Instagram on buying interest has an effect of 47.9% and the remaining 52.1% is explained by other variables not explained in this study.

KEY WORDS: *Social media marketing, Interest in buying*