

## **ABSTRACT**

*The rapid growth of technology makes all forms of information more easily accessible with the internet. So that many companies compete in promoting promotions to introduce their brands to consumers. One of them is online marketing which is social media marketing, where one of the social media platforms used is Instagram. Through Instagram companies can promote products and promos offered by the company. The promotion is conducted so that consumers feel interested and interested in purchasing products from the company. This study aims to determine how much influence social media marketing through Instagram has on buying interest of NA Coffee Premium consumers in 2020. The research method used is quantitative research with descriptive research type and uses a simple linear regression model. The sampling technique used is non probability sampling with the type of purposive sampling. Data collection techniques using questionnaires, observations, interviews, and literature study.*

*Based on the questionnaire distributed by researchers, the results of respondents' responses to Social Media Marketing applied by NA Coffee Premium were 79% included in the good category, whereas for respondents' responses to Purchase Intention was 84%, which means it was in the good category when viewed with a continuum line.*

*Based on the results of an analysis of 110 respondents obtained a simple linear regression equation, namely:  $Y = 11,488 + 0,267x$  and for the results of the coefficient of determination obtained a result of 0.519 or 51.9% which indicates that Social Media Marketing through Instagram simultaneously influences the consumer buying interest of 51.9%.*

**Keywords: Social Media Marketing, Purchase Intention**