

ABSTRACT

During the Covid-19 pandemic, it made it difficult for everyone to do activities outside the home. Sarawa.co has made Instagram the main social media platform for digital Marketing activities as a solution for making sales during the Covid-19 pandemic. Until now, Sarawa.co has 1339 followers. With that many followers, sarawa.co has just uploaded 25 content on Instagram. The purpose of this study was to determine the effect of Instagram content Marketing which is derived through the variabel dimensions of reader cognition (x1), sharing motivation (x2), persuasion (x3), decision making (x4), factors (x5) on purchase interest (Y). The research method used is descriptive quantitative research with nonprobability sampling type and purposive sampling type. The method of analysis used is simple linear regression. This study conducted questionnaires with 100 respondents through online media to followes Sarawa.co. The results of the study based on the responses of 100 respondents, obtained a simple linear regression equation, namely $Y = 9.871 + 0.151X$, and the results of the coefficient of determination obtained 0.341 or 34.1% which can be concluded that Instagram Marketing Contents simultaneously influence Purchase Intention by 34.1% .

Keywords: Content Marketing, Purchase Interest, Marketing, Instagram