

## ABSTRACT

*Technological and internet developments have been grown keeping up with the times, human needs, and human desire. The development of the internet makes many who use it for both their own, corporate interests, and current internet development should also influence marketing communications users. E – commerce attends to meet the needs, and desire of the community so that it can make it easier for the public to meet his or her needs in life so that it is more practical. In addition on e – commerce, social media like instagram can also be converted into purchasing or used for such marketing activities as advertising. The strategy for marketing communications using social media includes making an AD to win the attention of consumers while promoting e – commerce a product available in e – commerce to make purchase decision. The study used marketing communications, advertisements, e – commerce, new media, social media, instagram, consumer behavior, and purchase decisions. This sample is used as many as 400 people who become followers from the instagram account @tokopedia. The study used quantitative, and non – probability sampling as method of collecting sample types purposive sampling and snowball sampling. According to data analysis already made, ads have an impact on decision purchases of 77,7%.*

*Keywords: Marketing Communication, Advertising, E-Commerce, Instagram, New Media, Consumer Behavior, Purchase Decision, Social Media .*