

ABSTRACT

The growth of fashion in Indonesia today continues to grow rapidly following current trends and lifestyles as if the function of clothing is basically as a cover or protector to be sidelined. The development of local products in Indonesia can be said to be fast lately. It is proven by the many local products that appear on the market. One of them is Matoi Indonesia, which is known for its unique use of wood as the main material for watches.

There are five problem identifications in this study, namely how are consumer perceptions of social media and the Matoi Indonesia brand ambassador, how is the assessment of consumer buying interest on the Matoi Indonesia brand, how is the influence of social media and brand ambassadors on the buying interest of the Matoi Indonesia brand, how much influence social media and brand ambassadors have. brand ambassador to the interest in buying Matoi Indonesia simultaneously, how much influence social media and brand ambassadors have on Matoi Indonesia partially. The purpose of this study was to identify consumer perceptions of social media and the Matoi Indonesia brand ambassador, identify the assessment of consumer buying interest in the Matoi Indonesia brand, analyze the influence of social media and brand ambassadors on the buying interest of the Matoi Indonesia brand, find out how much influence social media and brand ambassadors have. on buying interest in Matoi Indonesia simultaneously, knowing how much influence social media and brand ambassadors have on buying interest in Matoi Indonesia partially.

This study uses quantitative methods with non-probability sampling technique with a population of 270,000, the number of samples is 100 respondents and uses descriptive quantitative methods. The results of this study can be identified that the independent variables in this study (social media and brand ambassadors) have a high rating with the respective percentages of 79.16% and 77.3%. And the dependent variable in this study (buying interest) has a high rating with a percentage of 76.6%.

. From these results, Matoi Indonesia practitioners must continue to develop social media and brand ambassadors because academically it has been proven that there is a simultaneous influence on the buying interest of prospective consumers.

Keywords : Social Media, Brand Ambassador, Buying Interest