

ABSTRACT

The rapid development of technology, communication and the internet in this era of globalization is the cause of cultural changes in media consumption, especially social media on human life, currently social media is a medium used to communicate or run a business, business people use social media as a tool, to support the marketing needs of a product.

Entering this era of globalization, all the needs of the people can be purchased through cellphones that are carried out at home, this is used by business people who do product marketing through cellphones. Inside the cellphone there is a platform called Instagram media. Instagram media can share photos or videos that are equipped with words written by users. Of course, this is very easy for business people to expedite their business.

On this occasion, the author examines the influence of Instagram media with the object, namely the Instagram media account @kulinercilacap regarding its influence in the use of Instagram media with the number of purchasing decisions made by the people in Cilacap City.

From the results of the research conducted, the authors use quantitative methods and obtain questionnaire data collected from Instagram followers @kulinercilacap using Chris Heuer's theory in Solis (2010: 263) which discusses Instagram media with the 4C concept, namely Context, Communication, Collaboration, Connection. and using the theory from Kotler and Keller (2016: 195) which discusses need recognition, information seeking, alternative evaluation, purchase decisions, and post-purchase evaluation. The result is that there is an influence between the x variable (Instagram @kulinercilacap media) on the y variable (purchase decisions by the people in Cilacap City) which has a value of 21.5%. While the remaining 78.5% came from other factors that were not studied.

Keywords : *Instagram Media and Purchasing Decisions*