

ABSTRACT

Indihome using promotions through social media Instagram will make people more interested in products because during a pandemic like now people prefer to keep their distance and don't want to meet people directly. And promotion through Instagram social media is considered to be more effective, people have used social media a lot to get information, and when people see Instagram social media which contains interesting images or videos, they will be interested in seeing information or products. This study uses the variable Promotion in Social Media as the independent variable (X) and the Purchase Interest variable as the dependent variable (Y).

The method and type of research used in this study is a quantitative method with a descriptive type of research. The population of this research is Indihome customers, with a sample of 100 respondents using the sample from this study are several customers who buy Indihome products. In this study, researchers used a non-probability sampling technique, namely purposive sampling where the sampling technique did not provide equal opportunities for members of the population to be selected as samples. The data analysis technique used is Simple Linear Regression Analysis using IBM SPSS 16 software application for windows.

The results of this study are the independent variable, namely Promotion in Social Media which has an influence on the Purchase Interest variable 63.3%, the remaining 36.4% can be influenced such as price, promotion in brochures, and promotion on television.

Keywords: social media promotion, online promotion, buying interest