

## ABSTRACT

In today's digital era, many fields are influenced by technological developments, one of which is in the business sector. Promotions that are currently developing in marketing, namely content and how to deliver messages on social media, will form consumer reviews. The form of reviews written by consumers will be information that will influence consumer buying interest in a product. The purpose of this study was to determine the effect of social media facebook and whatsapp on increasing sales.

This research method is a descriptive method with a quantitative approach. The population of this research is the consumers of Astra Motor Batu Kajang, with a sample of 100 respondents using non-probability sampling technique, where the sampling technique does not provide equal opportunities for members to be selected as samples. The technique used in this research is simple linear regression analysis using IBM SPSS 25 for windows application software.

The results showed that the Online Promotion (X) conducted by Astra Motor Batu Kajang was very good and the increase in Sales (Y) carried out by Astra Motor Batu Kajang was very good. The results of the analysis with the linear regression model  $Y = 7.587 + 0.135X$  are in accordance with the theory that the independent variable on the dependent variable Sales Increase that the direction of the relationship is positive and there is also a significant influence

**Keywords:** *Promotion, Sales Increase, Whatsapp, Facebook*