

## **ABSTRACT**

*The development of digital media and the large number of e-commerce activities using social media that support the development of the creative industry in Indonesia. FYC Footwear appeared to coincide with the development of fashion needs and the trend of the sneaker industry in Indonesia. In line with these developments, the researchers tried to measure the effectiveness of FYC Footwear's digital marketing content related to the development of digital media that affects various industries, especially the creative industry and sneakers. The purpose of this research is to find out and analyze how the use of digital marketing content FYC (Forever Young Crew) Footwear and the prospects of that content on purchase intention.*

*This research uses quantitative method with descriptive research type. Sampling was done by non-probability sampling method purposive sampling technique, with the number of respondents as many as 100 people. The data analysis technique used in this research is simple linear regression analysis using IBM SPSS Statistics 25 software.*

*Based on the results of partial hypothesis testing (t test) digital marketing content FYC (Forever Young Crew) Footwear has a significant effect on purchase intention. This is evidenced by the t-count value of  $3.345 > t$ -table of 1.984 with a significance (p-value) of  $0.001 < 0.05$  partially. Based on the coefficient of determination, it was found that FYC Footwear's digital marketing content affects purchase intention by 10.2% and the remaining 89.8% is influenced by other factors not examined in this study.*

*The conclusion of this study, digital marketing content is in the good category, and buying interest is in the very good category, but there are several items that must be improved such as the idea of the content offered, consumer engagement with the product, and attracting interaction with consumers.*

***Keywords: Digital Marketing Content, Purchase Interest, FCY Footwear.***