

## ABSTRACT

Pandemic Covid-19 has changed consumer patterns of buying and selling activities, to online transaction Instagram is one of the strongest candidates on the social commerce platform. However, consumers' interest in shopping online is still low using social commerce.

This study aims to determine the effect of Institutional Based Trust on social media communication consisting of content, positive and negative statements, and the effect of social media communication consisting of content, positive and negative statements on Instagram social commerce buying interest. It is hoped that this research can help companies to overcome problems that exist in the future.

This research data collection was conducted using an online questionnaire via Google Form to 170 respondents. And the results of the respondents who were tested using the Smart-PLS software. The results of this study indicate that:

(1) Trust in Social Commerce has a positive and significant effect on social media content, (2) Trust in Social Commerce has a negative and significant impact on Negative Valence, (3) Trust in Social Commerce has a positive and significant impact on Positive Valence, (4) Content Instagram users have a positive and significant effect on Purchase Intention, (5) Negative Valence of Instagram users have a negative and significant effect on Purchase Intention, (6) Positive Valence of Instagram users have a positive and significant effect on Purchase Intention.

**Keywords:** social commerce, trust, intention to buy, Social media communication, EWOM, Instagram