

ABSTRACT

This study was conducted to determine the effect of Instagram social media content on Erigo's brand image. The purpose of this research is to find out and analyze how much influence the content of Instagram's social media content has on Erigo's brand image. This research uses quantitative methods with descriptive analysis research type. Samples were taking by non-probability sampling method with purposive sampling with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of simultaneous hypothesis testing, the content of Instagram's social media content has a significant effect on the brand image of Erigo. This is evidenced by the partial hypothesis test (t test) data obtained that the social media variable has a significant effect on the brand image of erigo. Based on the coefficient of determination test, data obtained that all social media variables have a good influence on the brand image variable. The conclusion of this study, there are several aspects that influence well the content of Instagram social media content on Erigo's brand image.

Keywords: Content, Social Media, Brand Image, Erigo.