

ABSTRACT

For a company, marketing is an important element to achieve company targets. In this competitive era, companies are required to pay more attention to effective and creative marketing. One example is marketing by using social media to attract customers to buy. The high intensity of internet use by Indonesian people makes social media the right choice to be used as a marketing tool.

This study aims to find out how respondents respond to social media marketing and buying interest in baso aci kakang, as well as to see how much influence social media marketing on buying interest.

The method used in this research is descriptive and verification. Data was collected by distributing questionnaires to 100 respondents, sampling by non-probability sampling with purposive sampling method (samples were taken from followers of Baso Aci Akang's Instagram account).

The result of this research is that the social media marketing of the baso aci kakang is still in the good enough category, while the interest in buying the baso aci brother is in the good category. Then social media marketing through Instagram has a positive and significant effect on buying meatballs aci brother.

The advice that can be given is that the Bakso Aci Kakang is advised to be more active in sharing content about the products being sold, so that consumers are interested in buying the products offered by Baso Aci Akang.

Keywords: *Social Media Marketing, Buying Interest, Instagram*