

ABSTRACT

In this era of globalization, business competition is getting tougher, especially with the development of digital technology. Yesterday 957 is a local brand of a distribution product, namely clothing and accessories. Yesterday 957's social media platform that has the most followers is Instagram. With a total of around 70 thousand followers, Yesterday 957 is one of the most followed in Indonesia.

The content uploaded by Yesterday 957 is varied and very active. One of the things done by Yesterday 957 on the Instagram social media platform is to form buying interest from Instagram Yesterday 957. In order to be able to perceive consumers that Instagram Yesterday 957 has its own characteristics to attract consumers' buying interest.

This research uses descriptive quantitative method. This research was conducted by distributing questionnaires to 100 respondents. In this study using non-probability sampling technique.

The results of this study stated that the use of Instagram social media in delivering the desired message was in the very good category, while the formation of Buying Interest was in the good category. The communication carried out by the Yesterday 957 account is effective and has a positive effect on buying interest in consumers.

Keywords: *Effectiveness, Social Media, Instagram, Buying Interest.*