

ABSTRACT

The growth of the cosmetic industry in Indonesia is expected to continue to increase until 2023. In 2017 there were 153 companies engaged in the cosmetic industry, until now there are 760 companies engaged in the cosmetic industry, both local and foreign companies entering Indonesia. Nowadays, companies use social media to attract consumers and one of it is Instagram. The use of social media Instagram in building brand awareness can make it easier for companies to establish relationships with the public to create public awareness about the company, therefore Make Over uses Instagram in marketing activities to attract consumer's buying interest.

In the social media Instagram usage, there are four dimensions (4C) namely context, communication, collaboration, and connection. On the other side, the buying interest variable also has four dimensions, namely transactional interest, referential interest, preferential interest, and exploratory interest. The purpose of this study was to determine the partial effect of the context, communication, collaboration, and connection dimensions on buying interest, and the simultaneous influence of the Instagram social media use variable on buying interest.

This research applies quantitative and descriptive methods. In this study, data were obtained through distributing questionnaires with a Likert scale to 400 respondents who are followers of Instagram @makeoverid with an age range of 16 to more than 40 years by using purposive sampling, which in this study the population size is already is known. The implementation time in this study was carried out in a cross-sectional manner. In this study, the author uses IBM SPSS Statistics 25 software for multiple linear regression testing and hypothesis testing.

The results of the analysis of this study are the dimensions of context, communication, collaboration, and connection have a positive and significant partially effect on buying interest and social media Instagram usage has a positive and significant influence on purchase intention. The contribution of the independent variable, namely the social media Instagram usage to the dependent variable, namely buying interest is worth 0.407 or 40.7%. While the remaining percentage of 59.3% is influenced by other factors that are outside this research.

The results of this study can be used by Make Over to develop marketing strategies and evaluate their marketing activities. This research can be used as a comparison for research with other variables.

Keywords: Beauty Products, , Buying Interest, Multiple Linear Regression Analysis, Social Media Instagram Usage.