

ABSTRACT

The development of globalization causes changes in various aspects of life, one of which is the sales business through digital applications. One of the digital applications in question is Instagram. The many conveniences offered by the Instagram application cause changes in consumer behavior where consumers will be encouraged to carry out a consumptive culture for promotions carried out by a brand. Consumers will have the urge to make purchases without considering logic. This excessive encouragement indicates a tendency towards consumptive behavior.

This study aims to determine the effect of promotions on adolescent consumptive behavior among followers of the @aerostreet Instagram account. Where is the phenomenon that occurs regarding the influence of the aero street brand carrying out promotions on Instagram and is responded to by teenagers in consumptive activities. The population in this study is the total number of Instagram users from followers of the @aerostreet Instagram account with specified criteria. Sampling method using purposive random sampling. Types of primary and secondary data with simple linear regression analysis techniques.

From the results of the study, it was obtained: 1) the average score of variable X promotion of the @aerostreet Instagram account was in the medium category with 100 respondents and the highest percentage was 92.2%. 2) the level of adolescent consumptive behavior is in the medium category. 3) there is an effect of promoting the Instagram account @aerostreet on the consumer behavior of teenagers with a percentage of 25.4% and the remaining 74.6% is influenced by other variables. So that the H_a hypothesis is accepted..

Keywords: promotions, Instagram, consumptive behaviour.