

ABSTRACT

The development of technology today is growing rapidly bringing a good impact in marketing. The digital era like now to be able to know a product and have an interest in buying is based on stimulus, one of which is through media, namely social media marketing. Social media marketing, especially Instagram, is one of the marketing tools that can be a strategy to be used in triggering trust and interest which will later influence consumer intentions to have buying interest. So that the use of Instagram social media marketing optimally can attract consumer buying interest.

This study aims to find out how respondents respond to Tel-U Store's Instagram social media marketing, to find out how consumers' buying interest in Tel-U Store, and to find out how much influence Instagram social media marketing has on buying interest.

The method used in this study is using quantitative methods with questionnaire data collection. The source of the data obtained is primary data from 100 respondents who know Tel-U Store's Instagram. As well as secondary data used, namely journals, theses, books, internet previous research conducted and other sources that support the theoretical concepts of the research variables conducted.

The results of this study found that Tel-U Store's Instagram social media marketing is still included in the very good category with an average percentage value of 84.11%, on the other hand, Tel-U Store's buying interest is still included in the very good category with an average percentage value of 84.11%. Then there is the influence between Instagram social media marketing on consumer buying interest in Tel-U Store, with a large influence of 68.2%.

Keywords: *social media marketing instagram, buying interest*