

ABSTRACT

One of the advancements that has emerged in the 21st century is the development of the digital era involving the utilization of social media. Social media serves as a platform to acquire information in the form of text and images related to the presented information. Additionally, social media is also employed by businesses, whether products or services, to introduce their brands to potential customers. One of the service companies that leverages social media platforms to introduce its products is Disney+ Hotstar.

The aim of this study is to recognize the impact of marketing conducted through social media on the purchasing interest of Disney+ Hotstar services in the Kota Bandung region. The approach applied in this research is a quantitative approach with descriptive analysis methods. The population focused on in this study consists of individuals in Kota Bandung who actively use social media and have knowledge of or have used Disney+ Hotstar services. The sampling method employed is snowball sampling, with a total of 100 respondents involved. The collected data is analyzed using the simple linear regression method using SPSS software version 27 for MAC.

From the hypothesis linking social media marketing to purchasing interest, the final result reveals that in this case, the calculated t-value exceeds the tabulated t-value ($7.935 > 1.660$), with a significance value (sig) of 0.000 lower than the significance level of 0.05. This indicates that there is a significant relationship between the variables of social media marketing and purchasing interest. Furthermore, the results of the coefficient of determination test indicate that social media marketing contributes to 39.1% of the variation in purchasing interest.

Keywords: Social Media, Social Media Marketing, Purchase Interest