

ABSTRACT

The development of technology has changed people's consumption patterns, especially the younger generation in Indonesia. Lemonilo instant noodle products seek to strengthen the image of healthy products and attract young consumers. This study aims to analyze social media promotion on consumer buying interest through the role of brand image as a mediating variable, with a focus on community fans who live in Jakarta.

This research uses a quantitative approach with a descriptive design. The sampling technique applied is nonprobability sampling with purposive method, involving 100 respondents. Data were collected through questionnaires distributed to community fans domiciled in Jakarta City, then analyzed using IBM SPSS version 25 with path analysis and sobel test to evaluate the mediation effect. This research is expected to provide deep insight into the effectiveness of digital promotion in strengthening brand image and increasing consumer buying interest.

The findings indicate that social media promotion has a significant direct effect on purchase intention, with a path coefficient of 0.531 and a t-value of 4.820. However, social media promotion does not have a significant effect on brand image, and brand image itself does not significantly influence purchase intention. Additionally, the Sobel test reveals that the indirect effect of social media promotion on purchase intention through brand image is not significant. This study highlights that a strong social media promotion strategy can directly enhance consumer purchase intention, while the role of brand image as a mediator in this model is not significant.

Keywords: Social Media Promotion, Brand Image, Purchase Intention