

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) are an important sector in national economic development and the achievement of the Sustainable Development Goals (SDGs), particularly Goal 8 on decent work and economic growth. MieTime Glagah, an MSME operating in the culinary sector, utilizes Instagram as its primary medium in its digital marketing strategy. This study aims to analyze the influence of Social Media Marketing on Purchase Intention, considering the roles of Trust and Brand Image as mediating variables. The study employs a quantitative approach using a survey method targeting 80 respondents who are active Instagram users and consumers of MieTime Glagah. The results indicate that Social Media Marketing has a positive and significant impact on Trust, Brand Image, and Purchase Intention. Trust and Brand Image are also found to positively influence Purchase Intention, thereby acting as mediating variables that strengthen consumer purchase intent. These findings underscore the importance of interactive marketing strategies, visually appealing content, and consistent two-way communication in building Brand Image and Trust. This study concludes that the effective use of social media strategies, such as interactive content, increased engagement, and Brand Image enhancement, is crucial for boosting consumer Purchase Intention. MieTime Glagah is advised to optimize its Instagram content strategy to expand its market reach and strengthen customer loyalty amid intense competition in the culinary market. This study recommends that MieTime Glagah optimize the use of Instagram features such as Reels, Stories, and the utilization responsive communication as part of strengthening its digital branding.

Keyword: *Social Media Marketing, Trust, Purchase Intention, MieTime Glagah.*