

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Konten *Social Media Instagram @harvestcakes* Terhadap Minat Beli *Followers* menggunakan pendekatan kuantitatif dengan metode survey dan telah menyebarkan kuesioner pada 100 responden. Berdasarkan survei yang dilakukan karakteristik responden berdasarkan usia, 17-30 tahun sebanyak 85 orang dengan persentase 85%, usia 31-40 tahun sebanyak 9 orang dengan persentase 9%, usia 41-50 tahun sebanyak 5 orang dengan persentase 5%, dan 51-60 tahun terdapat 1 orang dengan persentase 1%. Responden pada penelitian ini didominasi oleh responden yang masuk dalam kategori usia 17-30 tahun sebanyak 85 orang dengan presentase 85%. Hasil Analisis Deskriptif variabel X yaitu Konten *Social Media Instagram* memiliki nilai sebesar 84%. Sedangkan variabel Y memiliki nilai sebesar 83%. Konten *Social Media Instagram @Harvestcakes* memiliki pengaruh lebih atas meningkatnya minat beli *followers* dengan hasil hitung 0,624

Kata Kunci : Konten Social Media Instagram, Minat Beli Followers, Instagram @Harvestcakes

ABSTRACT

This study aims to determine the effect of Instagram @harvestcakes social media content on followers' buying interest using a quantitative approach with a survey method and has distributed questionnaires to 100 respondents. Based on a survey conducted by the characteristics of respondents based on age, 85 people 17-30 years old with a percentage of 85%, ages 31-40 years as many as 9 people with a percentage of 9%, ages 41-50 years as many as 5 people with a percentage of 5%, and 51- 60 years there is 1 person with a percentage of 1%. Respondents in this study were dominated by respondents who fall into the age category 17-30 years as many as 85 people with a percentage of 85%. The results of the Descriptive Analysis of the X variable, namely Instagram Social Media Content, have a value of 84%. While the Y variable has a value of 83%. Instagram Social Media Content @Harvestcakes has more influence on increasing followers' buying interest with a calculated result of 0.624 .

Keywords: Instagram Social Media Content, Interest in Buying Followers, Instagram @Harvestcakes