

ABSTRAK

Nama/Nim : Siti Amelia Soleh

Judul : Pengaruh *Influencer* @erigostore Terhadap Minat Beli Merek Erigo Pada Pemuda Desa Wanakerta Rw.05 Kabupaten Tangerang.

Kata Kunci : *Influencer*, Erigo, Pemuda, Minat Beli

Influencer julukan bagi seseorang yang memiliki pengaruh dan kekuatan di media sosial hal tersebut muncul seiring dengan majunya teknologi dan telekomunikasi. Erigo adalah merek lokal Indonesia berdiri pada tahun 2013 bergerak dalam bidang *fashion* semua gender Muhammad Sadad selaku pendiri memanfaatkan kehadiran *Influencer* untuk meningkatkan minat beli produknya. Pemuda target yang efektif dalam penelitian karena aktif menggunakan media sosial Instagram dan mengikuti perkembangan zaman dan aktivitas keseharian *Influencer*.

Yang diharapkan bahwasannya *Influencer* terhadap minat beli produk Erigo pada pemuda Desa Wanakerta RW.05 Kabupaten Tangerang. Menggunakan kuantitatif agar hasil akhir yang sistematis berdasarkan data yang telah dikumpulkan dan penelitian Statistik Deskriptif. Teori SOR dan Komunikasi Massa landasan dalam penelitian dengan hasil bahwa diketahui terdapat pengaruh *Influencer* @erigostore terhadap minat beli merek erigo pada pemuda Desa Wanakerta RW 05 Kabupaten Tangerang.

ABSTARCT

Name / Nim : Siti Amelia Soleh / 20180502010

Tittle : *The Influence of the @erigostore influencer on buying interest in the erigo brand among youth in the village of Wanakerta RW.05, Tangerang District*

Key Word : *Influencer, Erigo, Youth, Buying Interest*

Influencer is a nickname for someone who has influence and power on social media, it appears along with the advancement of technology and telecommunications. Erigo is a local Indonesian brand that was founded in 2013 and is engaged in all-gender fashion. Muhammad Sadad as the founder takes advantage of the presence of influencers to increase their buying interest in their products. Youths are effective targets in research because they actively use Instagram social media and keep up with the times and the daily activities of Influencers.

What is expected is that Influencers are interested in buying Erigo products among youth in Wanakerta Village, RW.05, Tangerang Regency. Using quantitative so that the final results are systematic based on the data that has been collected and Descriptive Statistics research. The theory of SOR and Mass Communication is the basis in the research with the result that it is known that there is an influence of the @erigostore Influencer on the buying interest of the Erigo brand in the youth of Wanakerta Village, RW 05, Tangerang Regency.