

ABSTRACT

The development of the business world nowadays is taking place very rapidly. Any kind of business has sprung up to enliven the industry in Indonesia. Creative industries, in particular the fashion industry, is one of many types of businesses that have sprung up lately. Creative industries is a new alternative to solve economic problems in Indonesia. One of the big cities in Indonesia, Bandung, is known as the creative industry in Indonesia and is currently presenting a wide selection of creative industries. One is the industry of premium denim or jeans.

To support the performance of an industry, it is a strategy that needs to be formulated in order to obtain a satisfactory result. One strategy adopted by one of the creative industries in the field of premium fashion Pot Meets Pop, is the strategy of promotion through media, particularly internet media, is social media.

The Internet development in Indonesia is growing rapidly and leads to higher activity of social media users, one of them is Instagram. Instagram social media is an effective marketing, Fashion business is a suitable object. Pot Meets Pop is an Indonesian brand denim, established since 2008 in Bandung. Advertising and sales promotion is a suitable marketing strategy in social media to spread information about a brand.

The research was conducted to determine the effect of Advertising and Sales Promotion Through Social Media "Instagram" on Purchase Decision. This research is a quantitative research with a causal method and the number of samples taken was 100 respondents. Non-probability sampling was used in sample selection with purposive sampling technique. Multiple linear regression technique was used as data analysis.

Based on data analysis results, it can be concluded that the variables of advertising and sales promotion significantly influenced the purchase decision, respectively on 99,2% and 79,8%. Meanwhile, simultaneously, variables advertising and sales promotion have a significant influence on the purchase intention.

Keywords: *Creative Industries, Advertising, Sales Promotion, Purchase Decision, Multiple Linear Regression*