

ABSTRACT

This research was conducted because it saw developments in technology and social media that were increasingly sophisticated. One of them is the Instagram social media platform which then becomes the background of the exciting product introduction, marketing and sales. Instagram with a variety of content can be used as a medium for business media that is currently very popular and directly through the content that Instagram has, namely, photos, videos, graphic design, and captions. The independent variable in this study is Instagram content with the dependent variable being the attitudes of consumers of PT. Agate International. This study aims to determine whether there is influence and how much influence Instagram content of local game developer accounts, namely PT. Agate International towards the attitude of consumers of game products that they post on their Instagram social media accounts, @agategames. This research is a quantitative study and uses descriptive methods. The data collection technique used was a questionnaire using a Likert scale which was carried out on 100 followers of PT. Agate International. The sampling of this research used a probability sampling technique with simple random sampling. The statement of the results of this survey will be processed in descriptive statistics and using a simple linear regression test, the coefficient of determination test, the normality test, and the T test (partial) to find out how much influence Instagram content has on customer engagement. The results of the study, the value of the variable Consumer Attitude (Y) is determined by the Instagram Content variable (X) of 47.9% and the remaining 52.1% is influenced by other factors namely personal experience, culture, mass media. Based on a simple linear regression equation, a constant is obtained: 6.743, if the Instagram Content is 0 (zero), the increase in consumer attitudes is 6,743. From the equation, the results show that the Instagram Content variable has a positive effect on the Consumer Attitude variable. This positive influence show that the better the Instagram Content the better the Mobile Game Consumer Attitudes PT. Agate International.

Keywords: attitude, consumer attitude, social media, Instagram, Instagram content, mobile games