

ABSTRACT

The development of advertising is very important in a business, with the creation of an ad that attracts the attention of the audience, an advertisement that has value is born. Some online business people have run advertisements through social media Instagram by displaying various content, but some online business people have difficulty creating content. If the content is only limited to selling products, it can be said that this marketing will lead to failure in an online business, where the spearhead of an online business is promotion through social media, therefore business people must pay attention to negligence when creating content and pay attention to it. publish content following its target market so that the messages given in the content can be effective, efficient, and meet the goals of its consumers. This study aims to determine the effect of Instagram Content Marketing on consumer purchasing decisions on followers of the Instagram @Tumbas.origine account as an online business actor.

This research method is descriptive causal research, using a simple linear regression model. The sampling technique used purposive sampling with non-probability types. Data collection was carried out by distributing online questionnaires through the goggle form to 100 respondents with 48 statement items. The data processing technique is done by using descriptive analysis, classical assumption test, and hypothesis testing.

The results showed that the influence of Instagram Content Marketing on purchase decisions on followers of Instagram @ Tumbas.origine account was 22.3%. Based on the results of partial hypothesis testing, it was found that content marketing influences purchasing decisions. Based on the research results, the researcher suggests UMKM @ Tumbas.origine to further develop content creation, so that content can have more value that is educational and inspiring.

Keyword : Marketing, Social Media, Instagram, Content Marketing, Purchase Decision.