

ABSTRACT

This study aims to analyze the influence of Social Media Marketing (SMM) strategies via Instagram and product advantages on the purchase intention of Generation Z consumers of Mad For Makeup cosmetics products. The research uses a quantitative descriptive approach. Data were collected through online questionnaires distributed to 130 Generation Z respondents who have accessed Mad For Makeup's Instagram content. Data analysis was conducted using SPSS and SmartPLS software to test the validity, reliability, and relationships among variables. The results indicate that the Social Media Marketing strategy implemented by Mad For Makeup on Instagram positively influences the purchase intention of Generation Z consumers. The use of attractive visual content, active interaction with followers, and collaboration with relevant influencers are effective in increasing consumer interest and closeness to the brand. Meanwhile, product advantages, especially in terms of aesthetic packaging design, uniqueness, innovation, and ingredient quality aligned with Generation Z preferences, also significantly drive purchase intention. These two factors complement each other in shaping preferences, confidence, and decision-making of Generation Z in choosing Mad For Makeup products amid the competitive cosmetic industry. These findings emphasize the importance of integrating digital marketing strategies with innovative and relevant product development customized to target consumer needs as the key to successful increasing purchase intention among Generation Z market segments..

Keywords: Social Media Marketing, Product Advantage, Purchase Intention