

INTISARI

Pada era globalisasi ini, perusahaan yang menjual produk di berbagai aspek kehidupan seperti makanan, pakaian, properti, dan sebagainya telah melakukan kegiatan promosi dengan berbagai macam strategi untuk menarik perhatian target pasar agar mau membeli produknya. Strategi promosi yang baik dan efisien akan mempengaruhi minat beli konsumen, terlebih lagi apabila promosi dilakukan secara spesifik dan menyesuaikan terhadap masing-masing individu. Strategi promosi melalui media sosial sudah banyak digunakan, didukung dengan pesatnya perkembangan teknologi. Salah satu media sosial yang banyak digunakan untuk promosi adalah Instagram. Billionaire's Project salah satu merek produk di bidang *clothing line* melakukan promosi melalui media sosial Instagram untuk memanfaatkan peluang pasar melalui akun @ariefmuhammad dan @billionairesproject. Tujuan penelitian ini yakni untuk mengukur pengaruh dari promosi melalui media sosial Instagram terhadap minat beli dari produk merek Billionaire's Project.

Penelitian ini adalah penelitian kuantitatif dengan promosi melalui media sosial Instagram sebagai variabel bebas (X) dan minat beli sebagai variabel terikat (Y). Jumlah sampel sebanyak 100 responden yang diperoleh dengan teknik *Non-probability sampling* dan dengan metode gabungan antara metode *purposive* dan aksidental, kriterianya masyarakat yang bertempat tinggal (rumah/kos) di wilayah Provinsi D.I.Yogyakarta dan pernah melihat iklan atau promosi dari Billionaire's Project di Instagram khususnya melalui akun @billionairesproject dan @ariefmuhammad. Data dikumpulkan melalui penyebaran kuesioner *Google Form*. Data diolah menggunakan *Microsoft Excel* dan SPSS dengan analisis regresi linier sederhana. Hasil penelitian menunjukkan bahwa terdapat hubungan antara promosi melalui media sosial Instagram terhadap minat beli konsumen pada produk merek Billionaire's Project. Persamaan regresi $Y = 4,088 + 0,674X$ yang menunjukkan hubungan positif antar kedua variabel. Nilai R Square sebesar 0,613, artinya pengaruh antara promosi melalui media sosial Instagram pada akun @ariefmuhammad dan @billionairesproject terhadap minat beli pada merek Billionairesproject adalah sebesar 61,3%. Sedangkan sisanya sebesar 38,7% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata kunci: promosi melalui media sosial Instagram, minat beli, Billionaire's Project.

ABSTRACT

In this globalization era, companies that sell product in various aspects of life such as food, clothing, property, and so on, have carried out promotional strategies to attract the attention of the target market in order to buy their product. A good and efficient promotion strategy will influence consumer buying interest, especially if the promotion is done specifically and adjusts to each individual. Promotion strategy through social media have been widely used, supported by the rapid development of technology. One of the most widely used social media is Instagram. Billionaire's Project is the clothing line brand that promoting their product through social media Instagram to take the advantage of market opportunities via @ariefmuhammad account and @billionairesproject account. The purpose of this research is to measure the effect of promotion through social media Instagram on buying interest of the product Billionaire's Project.

This research is a quantitative study with promotion through social media as an independent variable (X) and buying interest as a dependent variable (Y). The number of samples are 100 respondents, obtained by non-probability sampling and the methods are combination of purposive and accidental, the criterias of the respondents are people who live (houses/boarding houses) in D.I.Yogyakarta and have seen advertisements or promotions from Billionaire's Project on Instagram especially through the account of @ariefmuhammad and @billionairesproject. Data was collected through the questionnaires via Google Form. Data were processed using Microsoft Excel and SPSS with simple linear regression analysis. The result showing that there are a effect of promotion through social media Instagram on buying interest to the product of Billionaire's Project. Regression equation is $Y = 4.008 + 0.64X$ which mean that there are a positive relation between the two variable of this research. R Square value of 0,613, meaning that the influence between promotions through social media Instagram on buying interest to the product of Billionaire's Project is 61,3%, and 38,7% influenced by other variable that not examined.

Keyword: promotions through social media Instagram, buying interest, Billionaire's Project.



**ANALISIS PENGARUH PROMOSI MELALUI MEDIA SOSIAL INSTAGRAM TERHADAP MINAT BELI
PADA MEREK**

BILLIONAIRE'S PROJECT

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