

ABSTRAKSI

Penelitian tentang survei promosi penjualan dan minat beli ini bertujuan untuk mengetahui pengaruh promosi penjualan yang dilakukan oleh akun Instagram Panties Pizza Jogja dalam menarik minat beli konsumen pada *followers* di Kota Yogyakarta. Penelitian ini menggunakan metode survei dengan sampel sebanyak 400 responden. Sampel dalam penelitian ini merupakan *followers* dari akun Instagram @pantiespizzajogja.

Berdasarkan hasil analisis data yang dilakukan, maka dapat disimpulkan bahwa terdapat pengaruh antara promosi penjualan terhadap minat beli konsumen yang menjadi *followers* akun Instagram @pantiespizzajogja. Dari hasil uji korelasi setiap sub variabel, menghasilkan data bahwa sub variabel *discount* memengaruhi paling banyak indikator minat beli. Sub variabel *discount* bisa memiliki pengaruh paling kuat karena pesan promosi ini paling banyak mendorong konsumen untuk melakukan pembelian. Hal ini dikarenakan intensif bisa dirasakan langsung oleh konsumen ketika melakukan pembelian terhadap produk yang diinginkan. Berbeda dengan *contest* yang hanya mendapatkan insentif ketika memenangkan *contest* yang diadakan.

Kata Kunci: Promosi Penjualan, Intensitas Penggunaan Media Sosial Instagram, Minat Beli

ABSTRACT

Now the social media is no longer media for the people of Indonesia. The emergence of the phenomenon of Indonesian society is now starting to use a lot of social media ogled by business owners to market their products or services. Along with the rampant use of social media, not only brands that sell products only but now the brands that offer services such as culinary also come to the world of social media.

This study aims to determine the effect of sales promotions made by Instagram Panties Pizza Jogja in attracting consumers to followers in the city of Yogyakarta. This study used survey method with a sample of 400 respondents. The sample in this study is a follower of the account Instagram @pantiespizzajogja.

Based on the results of data analysis conducted, it can be concluded that there is influence between sales of sales to consumer buying interest who became followers Instagram account @pantiespizzajogja. From the experimental results of each sub variable, yielding data with sub variable discounts affects the most indicators of buying interest. Discounted sub-variables can have the most powerful influence because these promotional messages most encourage consumers to make purchases. This thing is very intensive can be felt directly by consumers when making a purchase of the desired product. Hanging with any contest is exciting when winning the contest held.

Keywords: Sales Promotion, Intensity of Social Media Instagram, Buying Interest