

ABSTRAK

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Program Studi : Bisnis Perhotelan

Judul : PENGARUH INSTAGRAM MARKETING TERHADAP
MINAT BELI KONSUMEN DI RESTORAN KLEAN BOWL

Penelitian di tugas akhir yang berjudul “PENGARUH INSTAGRAM MARKETING TERHADAP MINAT BELI KONSUMEN DI RESTORAN KLEAN BOWL” bertujuan untuk mengetahui tanggapan responden mengenai sosial media marketing yang dilakukan oleh Restoran Klean Bowl dan untuk mengetahui seberapa besar pengaruh Instagram terhadap minat beli konsumen di Restoran Klean Bowl. Teknik analisis yang dipakai dalam penelitian ini adalah teknik analisis kuantitatif korelasional melalui metode survey dengan pembagian kuesioner melalui *google form*. Dengan maraknya penggunaan sosial media di Indonesia, media sosial kini tidak hanya digunakan untuk mengunggah foto atau pengalaman pribadi penggunanya, banyak bisnis di Indonesia pun mulai menggunakan media sosial sebagai sarana untuk memasarkan produk ataupun jasa mereka, salah satu *platform* yang paling banyak digunakan adalah melalui media sosial instagram karena merupakan salah satu media sosial yang paling banyak digunakan saat ini. Hal ini mendorong peneliti untuk melakukan penelitian mengenai Pengaruh Instagram Marketing Terhadap Minat Beli Konsumen di Restoran Klean Bowl. Berdasarkan hasil analisis yang sudah dilakukan, dapat disimpulkan bahwa: (1) Instagram Marketing memberikan pengaruh yang signifikan terhadap minat beli konsumen di Restoran Klean Bowl. (2) Diantara dua fitur Instagram marketing yang sering digunakan oleh pihak Restoran Klean Bowl, diketahui bahwa fitur *Paid Promote* kepada *Influencer* sedikit lebih dianggap menarik dibandingkan dengan fitur *Instagram Ads*, hal ini dibuktikan dengan jawaban “sangat setuju” pada pernyataan “Melalui fitur *Paid promote* kepada *influencer* yang digunakan oleh Klean Bowl, saya merasa tertarik untuk mencoba produk makanannya.” Mendapatkan jawaban yang lebih banyak dibandingkan dengan pernyataan “Melalui fitur *instagram ads* yang digunakan oleh Klean Bowl, saya merasa tertarik untuk mencoba produk makanannya”.

Kata kunci: *Instagram marketing*, promosi, efektifitas *sosial media marketing*.

ABSTRACT

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Study Program: Hospitality Business

Title : *THE EFFECTIVITY OF INSTAGRAM MARKETING
TOWARDS CUSTOMER'S BUYING INTEREST IN KLEAN BOWL
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The research in the final project entitled "THE INFLUENCE OF MARKETING INSTAGRAM ON CONSUMER BUYING INTEREST IN KLEAN BOWL RESTAURANT" aims to find out respondents' responses regarding social media marketing conducted by Klean Bowl Restaurant and to find out how much Instagram influences consumer buying interest at Klean Bowl Restaurant. The analysis technique used in this study is a quantitative correlational analysis technique through a survey method by distributing questionnaires via Google Form. With the rise of the use of social media in Indonesia, social media is now not only used to upload photos or personal experiences of its users, many businesses in Indonesia have begun to use social media as a means to market their products or services, one of the most widely used platforms is through media instagram social because it is one of the most widely used social media today. This prompted researchers to conduct research on the Effect of Instagram Marketing on Consumer Purchase Interest in Klean Bowl Restaurants. Based on the results of the analysis that has been done, it can be concluded that: (1) Instagram Marketing has a significant influence on consumer buying interest at Klean Bowl Restaurant. (2) Between the two Instagram marketing features that are often used by Klean Bowl Restaurants, it is known that the Paid Promote feature to Influencers is a bit more attractive compared to the Instagram Ads feature, this is evidenced by the answer "strongly agree" to the statement "Through the Paid promoting feature to the influencers used by Klean Bowl, I feel interested in trying its food products. " Get more answers than the statement "Through the Instagram ads feature used by Klean Bowl, I feel interested in trying its food products".

Keyword: Instagram marketing, promotion, efektififity social media marketing.