

ABSTRACT

THE INFLUENCE OF INSTAGRAM ADVERTISING ON THE DECISION TO PURCHASE B ERL COSMETICS USING THE ATTENTION, INTEREST, DESIRE, ACTION METHOD

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The development of information and communication technology, especially in the form of social media, has brought major changes in the way companies interact with customers and market products. B ERL Cosmetics Store Banyumas has carried out advertising or marketing on Instagram social media by uploading photos / videos every day, but not all followers are interested in taking steps to purchase products. It is proven that sales of B ERL Cosmetics products tend to decline, so an analysis of the AIDA variable is needed which has an influence on purchasing decisions for B ERL Cosmetics beauty products. The AIDA model is one commonly used approach to assist in overall advertising planning. All followers of the Instagram account became the population in this study, the total sample was 390 selected using the Slovin formula and simple random sampling method. The questionnaire functions as an instrument for collecting data in this research. Processing of this research data includes validity tests, reliability tests, t tests, and f tests using SPSS software. The research results show that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1, H_2, H_3, H_4, H_5) is accepted, so it can be said that the variables of attention, interest, desire and action have a partial influence on purchasing decisions. All AIDA variables have an influence on purchasing decisions as evidenced by the calculated f value (76.232) $>$ f table (2.395) and the significance value (0.000) $<$ 0.05 .

Keywords: *AIDA, Advertisement, Slovin, Social Media, SPSS*