



# The influence of Instagram @Warunk\_upnormal social media marketing communication strategy in marketing products on consumer buying interest

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## ABSTRACT

### Keywords

Instagram  
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In business world, the use of social media to market products already sounds familiar. Social media is used as a practical liaison tool between business people and customers, without having to think about time and location. One of the many culinary businesses that implement promotional strategies using social media, especially Instagram. Warunk Upnormal is a company that actively offers and introduces their products through social media. Promotions carried out through Instagram have more advantages because social media has a wide reach coupled with 423,000 Instagram account followers which makes the account quite known to potential consumers. This research was conducted in generalization with a focus on followers who have an active character in using Instagram media and following @warunk\_upnormal accounts. Then the observations made in this study used questionnaires as direct observations of objects. Based on the influence of variable X (Social Media Influence) and variable Y (Buying Interest) based on the results of the coefficient of determination has an influence of 18.8%, while 82.1% is influenced by other factors outside this study. From the results of a simple linear regression test with the results of the regression coefficient having a positive value, it can be stated if there is an influence between the independent variable and the dependent variable. It can be concluded that the influence of Warunk Upnormal Instagram social media has an influence on consumer buying interest.

## 1. Introduction

Business competition via social media is increasing. This can be seen from the increasing number of social media users (Benaissa Pedriza, 2021). This development can be seen from the emergence of social media users in a relatively short time (Nurimani, 2022). Along with advances in communication and information technology, internet development is increasingly accelerating. Technological developments have made the Internet a part of modern society's life (Postigo, 2019).

The Association of Internet Service Providers (APJII) revealed that internet users in Indonesia at the end of 2001 reached 2.4 million users and in 2005 reached 16 million users (APJII, 2019). In 2017 APJII revealed that there were 143.26 million Indonesians who used the internet with a composition of 49.52% in the 19-34 year age range, 29.55% in the 35-54 year age range, 16.68% in the 13-year age range, -18 years, and 4.24% aged 54 years and over (Irawan et al., 2020).

Marketing communication using social media is a combination of new media and Marketing Communication (Castronovo & Huang, 2012). According to Herman Kartajaya, to manage stakeholders, a new approach is needed, namely marketing 3.0, where previously it was only one direction, now it is collaboration with one to many and many to many (Truong et al., 2018). Through social media, companies can reach consumers more widely, and communication using Instagram by buyers and sellers is very helpful in making decisions and can provide input to sellers to improve in the future (Benedek, 2018).

In business world, using social media to market products already sounds familiar. The activity of conveying information, carrying out promotions, creating a product using the internet is called electronic marketing (Kotler & Keller, 2016). In the business world, social media is used as a practical connecting tool between business people and customers, without having to think about time and location. Currently, many sites sell goods and services via social media, for example from the explanation above the social media site that is currently widely used is Instagram (Nasrullah, 2017).

Consumer buying interest is influenced by external influences, awareness of needs, product recognition and alternative evaluation. Marketing activities are external influences that encourage consumer buying interest (Febriyantoro, 2020). Apart from that, consumer motivation is also an internal force that drives consumers to take purchasing action (Domingos et al., 2022). If consumer motivation is high towards a particular object, then the urge to make a purchase will be higher (Anand, 2020). On the other hand, if consumer motivation is low towards a particular object, then the behavior that is formed is to avoid that object. Purchase interest that is formed in the audience is their tendency to buy a product or take action related to purchasing which is measured by the level of possibility that consumers make a purchase (Fred R. David, 2015).

One of the many culinary businesses that implements promotional strategies using social media is Warunk Upnormal. Warunk Upnormal is a company that actively offers and introduces their products through social media. And the most frequently used social media is Instagram, because Instagram is an active social media in building relationships and interactions with consumers (Prathisara & Masduki, 2023).

The Instagram account @warunk\_upnormal carries out promotions through posts or uploads in the form of photos or videos and Instagram stories. Promotions carried out via Instagram have more benefits because social media has a wide reach, plus the Instagram account has 423,000 followers, which makes the account well known to potential consumers. Based on the description above, research was conducted to find out how much influence the social media marketing communication strategy Instagram @warunk\_upnormal has in marketing products on consumer buying interest.

In the business world, a marketing strategy is very necessary for a company. The goal is that the products or services offered can compete with other competitors. According to Bulaeng AR, marketing communication strategy is a starting point for introducing products to consumers, which is very important, because it is related to the profits that the seller will obtain. Social media marketing is a form of direct or indirect marketing to increase awareness and action for a brand, business, person or other entity using tools from the social media web, social bookmarking and content (Hadit Prasetyo & Purnamasari, 2021).

Social media was introduced in 1954 by J.A Barnes. The Indonesian Ministry of Trade's Public Relations Center Team explained that social media is an online media where users can share participation and create content in the form of blogs, forums, social networks and virtual spaces through internet-based applications supported by increasingly sophisticated multimedia technology (Sunarto, 2020). For business people, Instagram social media is often seen as a tool to connect communication with consumers (Anita et al., 2023). Companies can use Instagram by posting images related to product information they want to offer to increase the knowledge of potential consumers (Torbarina et al., 2021).

According to Chris Heuer, there are 4 ideas for operating the Instagram social media system that can influence consumers Solis (2010), including: Context (Context), "How we frame our story." is how information will be conveyed in an interesting manner but still informative. Followers receive information in an interesting form of delivery and followers receive information in language that is easy to understand. Communication (Communication), "The practice of sharing our noise and listening, responding, and growing." is a way of sharing stories or conveying information that includes listening, responding, in various ways that make consumers feel comfortable and the message they want to convey is well received. Followers responded well to the information conveyed and followers felt that conveying the information was well received.

Collaboration (Collaboration/Cooperation), "Working together to make things better and more efficient and effective." is collaboration between companies and consumers on social media to make things better and more effective and efficient. Followers feel better when they collaborate with the

company to make things better. Followers feel that this collaboration makes everything more effective and efficient.

Connection (Connection/Relationship), “The relationships we build and maintain.” is maintaining the relationships that have been built by doing something sustainable so that consumers feel closer to the company through social media. Followers feel happy with the communication created by the company and followers feel better when good feedback is received so that it becomes an evaluation for the company.

Purchase intention is a stage that consumers take before planning to buy a product. A company must be able to recognize and know what consumers' needs and desires are (Rifqi & Purnamasari, 2022). Consumer buying interest is the stage where consumers form their choices among several brands that are included in the choice set, then ultimately make a purchase on the alternative they like most or the process through which consumers buy a good or service based on various considerations (Nabilaturrahmah & Siregar, 2022).

According to Das & Mishra (2022) there are four indicators that can identify buying interest, namely as follows: Exportative Interest, Exploratory interest is a person's desire to search for information about the desired product or service to obtain additional positive information from the product. Followers look for information about products of interest via Instagram Warunk Upnormal. Followers get the information they want via Instagram Warunk Upnormal. Preferential interest, A person's desires are based on his own preferences. This preference interest can only be replaced if something happens to the preference product. Followers have a tendency to prefer a product and followers make the product they have consumed as their main choice. Transactional Interest, A person's desire to purchase a product or service. In this stage, followers are convinced to buy the product and followers are interested in buying the desired product or service. Referential Interest, A person's desire to provide recommendations for other people to buy the desired product or service. Followers who already have an interest in buying will suggest to other people to make purchases of the same product and followers have great motivation to buy the product.

## 2. Method

This research uses a quantitative research approach. Quantitative research method is a research method that uses a questionnaire as a research instrument to obtain information from the data needed in the research (Sarifudin et al., 2020).

This research was carried out in general terms with a focus on followers who have an active character in using Instagram media and follow the @warunk\_upnormal account. Then the observations carried out in this research used a questionnaire as a direct observation of the object. Based on the Instagram account @warunk\_upnormal, it has 423,000 followers. The sample used in this research were followers of the Warunk Upnormal Instagram account. So that the sample can represent the characteristics of the population, sampling in this study was determined using the following formula:

$$\begin{aligned}
 n &= \frac{N}{1+N(e)^2} \\
 n &= \frac{423.000}{1 + 423.000(0,1)^2} \\
 n &= \frac{423.000}{1 + 423.000 \times 0,01} \\
 n &= \frac{423.000}{1 + 4.230} \\
 n &= \frac{423.000}{4.231} \\
 n &= 99,9 \\
 n &= 100
 \end{aligned}$$

Information:

n : Minimum sample size

N : Population

e : % allowance for inaccuracy due to sampling error that can still be tolerated (10%).

Based on calculations using the formula above, the recommended sample size is 100 respondents from active followers of the instagram account @warunk\_upnormal.

In this research, more than one independent (free) variable is used, namely Content Marketing, which influences the dependent (bound) variable, namely consumer buying interest, so this research uses simple linear regression. Simple linear regression is based on the functional or causal relationship of one independent variable with one dependent variable. Simple linear regression analysis is used to test the nature of the cause-and-effect relationship between the independent and dependent variables. Following, a simple linear regression equation:

$$Y = a + bX$$

Information:

X = Independent Variable (Content Marketing)

Y = Dependent Variable (Consumer Purchase Interest)

a = intercept value (constant) or price of Y if X = 0

b = regression coefficient, the number of increases or decreases in the dependent variable based on the independent variable, if b (+) then it increases, whereas if b (-) then there is a decrease.

According to Sugiyono (2016), an instrument is reliable if there is similar data at different times. A reliable instrument means an instrument that, when used several times to measure the same object, will produce the same data. Reliable means consistent or stable, a measuring instrument is said to be reliable if the results of the measuring instrument are consistent so that they can be trusted. The Cronbach's Alpha formula is a formula for testing the reliability of questionnaires in research which is described as follows:

$$\alpha = \frac{Kr}{1 + (K - r)r}$$

Information:

$\alpha$  = Cronbach Alpha Coefficient

K = Number of valid items

R = Average correlation between items

Terms of measuring reliability pay attention to several things:

- a. The reliability test is seen from Cronbach Alpha, if the value is >0.60, the composition of the variable dimension questions is reliable.
- b. If the Cronbachh Alpha value is <0.60, the composition of the variable dimension questions is not reliable.

### 3. Result and Discussion

In this research, questionnaires were distributed online to obtain research data. Questionnaires were distributed to 105 respondents who were followers of the Instagram social media account @warunk\_upnormal with a total of 16 questions. This research questionnaire was distributed to 105 respondents who were followers of the @warunk\_upnormal Instagram account, totaling 423,000 thousand followers, with 79% female and 21% male respondents.

According to Sugiyono & Lestari (2021) validity is the accuracy between the data and the research object, if the instrument is valid it indicates that the measuring data is also valid. Validation also shows

a measure if the variable being measured correctly states that the variable to be studied is valid. The SPSS version 23 program is a program to test the validity of each item used in research, by correlating the sum of each item score and the total score, which then compares the correlation coefficient with the valid validation. Based on the validity test, the results show that variable X and variable Y are declared valid, because all the question items have a calculated  $r$  that is greater than the  $r$  table (0.195).

**Table 1.** Variable validity test results (X)

| <b>Skala<br/>Penelitian</b> | <b>Pearson<br/>Correlation</b> | <b>Sig. (2-<br/>tailed)</b> | <b>N</b> |
|-----------------------------|--------------------------------|-----------------------------|----------|
| Item 1                      | .652                           | 0.000                       | 105      |
| Item 2                      | .600                           | 0.000                       | 105      |
| Item 3                      | .638                           | 0.000                       | 105      |
| Item 4                      | .686                           | 0.000                       | 105      |
| Item 5                      | .712                           | 0.000                       | 105      |
| Item 6                      | .662                           | 0.000                       | 105      |
| Item 7                      | .620                           | 0.000                       | 105      |
| Item 8                      | .513                           | 0.000                       | 105      |

**Table 2.** Variable validity test results (Y)

| <b>Skala<br/>Penelitian</b> | <b>Pearson<br/>Correlation</b> | <b>Sig. (2-<br/>tailed)</b> | <b>N</b> |
|-----------------------------|--------------------------------|-----------------------------|----------|
| Item 1                      | .665                           | 0.000                       | 105      |
| Item 2                      | .754                           | 0.000                       | 105      |
| Item 3                      | .703                           | 0.000                       | 105      |
| Item 4                      | .676                           | 0.000                       | 105      |
| Item 5                      | .679                           | 0.000                       | 105      |
| Item 6                      | .553                           | 0.000                       | 105      |
| Item 7                      | .704                           | 0.000                       | 105      |
| Item 8                      | .631                           | 0.000                       | 105      |

Based on the reliability test, the results show that variable X and variable Y are declared reliable, because all questions have Cronbach Alpha values of 0.785 and 0.823 which are greater than 0.600.

**Table 3.** Reliability test results

| Variabel                        | Cronbach Alpha | N |
|---------------------------------|----------------|---|
| Social Media Marketing Strategy | 0,785          | 8 |
| Consumer Purchase Interest      | 0,823          | 8 |

**Table 4.** Data analysis result

| Model                  | Unstandardized Coefficients |            | Standardized Coefficients |       |       |
|------------------------|-----------------------------|------------|---------------------------|-------|-------|
|                        | B                           | Std. Error | Beta                      | t     | Sig.  |
| 1                      | (Constant)                  | 2,482      | 1,223                     | 4,141 | 0,000 |
|                        | Religiusitas                | 0,078      | 0,645                     | 8,57  | 0,000 |
| a. Dependent Variable: |                             |            |                           |       |       |

Based on the data above, it can be seen that the numbers are constant and the regression coefficient is the independent variable. From this data, the following regression model is obtained:

$$Y=a+bX$$

$$Y= 2.482 + 0.078$$

In the table, the constant is 2.482, which means the consistent value of the social media influence variable is 2.482. The coefficient value of the purchase interest variable is 0.078, meaning that if it is increased by one value, the purchase interest variable increases by 0.078. Vice versa, if the message understanding level variable is reduced by one value, the purchase interest variable will decrease to 0.078. The coefficient is positive, so it can be stated if there is a positive influence on the independent variable and the dependent variable.

**Table 5.** Test results of the coefficient of determination (R2)

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,576 <sup>a</sup> | ,332     | ,328              | 2,612                      |

To determine the measurement of how big and far the influence contribution provided by the independent variable (X) on the dependent variable (Y) is called the coefficient of determination (R<sup>2</sup>). The coefficient of determination value is zero and one, so that if the ability of the independent variables to explain the contribution of the influence of the dependent variable is very limited, it indicates that the R<sup>2</sup> value is small or zero, and if the independent variables contribute the necessary and sufficient influence on the dependent variable, it indicates that value close to one (Sumarauw & Timbuleng, 2015).

Based on the results of the analysis above, it can be seen that the R Square value is 0.332, so it can be concluded that variable Y is able to be influenced by variable X in this research model by 33.2% while the remaining 66.8% is influenced by other variables outside the research.

**Table 6.** Simultaneous test results (Test F)

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 677,375        | 1   | 677,375     | 99,247 | ,000 <sup>b</sup> |
|       | Residual   | 1365,026       | 200 | 6,825       |        |                   |
|       | Total      | 2042,401       | 201 |             |        |                   |

To find out whether the independent variable (X) shows the same or simultaneous influence on the dependent variable (Y). Decision making in the simultaneous test or f test uses significant numbers. If the results of the significance value state below 0.05 then the hypothesis can be accepted, but if the results of the significance value state below 0.05 then the hypothesis is rejected (Insani & Adhani, 2021)s.

Based on the analysis results, it can be seen that the F value is 99.247 and the significance value is 0.000. The significance value produced in the research is smaller than 0.050 ( $0.000 < 0.050$ ), so it can be concluded that the independent variable (X) used in this research has a significant relationship with the dependent variable (Y).

**Table 7.** Partial test results (t-test)

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 14,680                      | 1,654      |                           | 8,876 | ,000 |
|       | X          | ,537                        | ,054       | ,576                      | 9,962 | ,000 |

To partially test (t-test) the significance of the influence between the independent variable (X) on the dependent variable (Y), the basis for decision making is the individual parameter significance test or t test which is described as follows Iqbal et al., (2021):

If the significance is  $\leq 0.05$  then the hypothesis is accepted, which means the independent variable has an effect on the dependent variable. If the significance is  $\leq 0.05$  then the hypothesis is accepted, which means the independent variable has an effect on the dependent variable.

Comparison of the relationship between the independent variable (X) and the dependent variable (Y). To find out the relationship between the independent variable (X) and the dependent variable (Y), it can be seen by adding up all respondents for each variable who answered in the affirmative and then dividing by the total of all questions. Based on the results of the analysis, it can be seen that the t value of variable X is 9.962 and the significance value is 0.000. The resulting significance value is smaller than 0.050 ( $0.000 < 0.050$ ) so it can be concluded that the independent variable (X) used in this research has a significant effect on the dependent variable (Y).

#### 4. Presenting the Results

The use of social media as a medium for marketing products already sounds familiar. Apart from providing information, social media is also widely used by entrepreneurs as a medium for promoting



and marketing products. One social media that can be used is Instagram. Instagram is a social media that can be used as a marketing medium in the digital era to expand and increase consumer reach.

Warunk Upnormal itself uses Instagram social media as a promotional medium for its products. And it turns out that the use of promotional strategies through Instagram social media has an influence on consumer buying interest. This can be seen from the data below:

Description of respondent, This research questionnaire was distributed to 105 respondents who were followers of the Instagram account @warunk\_upnormal, totaling 423,000 thousand followers, with 79% female and 21% male respondents.

The Influence of Instagram @warunk\_upnormal Social Media Marketing Communication Strategy in Marketing Products on Consumer Purchase Interest. Validity Test. Based on the validity test, the results show that variable X and variable Y are declared valid, because all the question items have a calculated  $r$  that is greater than the  $r$  table (0.195). This was obtained from a total of 105 respondents. Reliability Test. Based on the reliability test, the results show that variable X and variable Y are declared reliable, because all questions have Cronbach Alpha values of 0.785 and 0.823 which are greater than 0.600.

Data Analysis. This research is divided into 2 variables, namely variable X social media marketing strategy and variable Y consumer buying interest. Variable X has 8 questions and variable X has 8 questions.

Social Media Marketing Strategy: Context. The attractive delivery of information via Instagram @warunk\_upnormal makes followers interested in seeing and conveying information with captions using language that is easy for consumers to understand. Based on the results of the questionnaire obtained, in the first question 59.3% of respondents agreed, and in the second question 53.3% of respondents also answered agree. So it can be concluded that respondents agree that Instagram @warunk\_upnormal provides interesting information for consumers. Communication. Conveying interesting information through captions and photos gets a good response from followers by giving likes and comments on the information. Based on the results of the questionnaire, in the first question 52.4% of respondents agreed, and in the second question 42.9% of respondents also agreed. So 95.3% of respondents agreed that Instagram @warunk\_upnormal conveyed interesting information.

Collaboration. Collaboration between companies and consumers on social media to make things better and more effective and efficient. Based on the results of the questionnaire, in the first question 24.8% of respondents agreed, and in the second question 59% of respondents also agreed. So 83.8% of respondents said they agreed that collaboration or collaboration on Instagram @warunk\_upnormal felt that everything would be more effective and efficient. Connection. Maintain the relationships that have been built by doing something sustainable so that consumers feel closer to the company through social media. Based on the results of the questionnaire, in the first question 47.6% of respondents agreed, and in the second question 51.4% of respondents also agreed. So there are 99% of respondents who agree with the communication built by the company and followers feel better when good feedback is received so that it becomes an evaluation for the company.

Consumer Purchase Interest: Exportative Interest. A person's desire to search for information about the desired product or service is to obtain additional positive information from the product. Based on the results of the questionnaire, in the first question 37.1% of respondents agreed, and in the second question 47.1% of respondents also agreed. So 84.2% of respondents agreed that followers search for and get information about products they are interested in via Instagram @warunk\_upnormal. Preferential interest. This preference interest can only be replaced if something happens to the preference product. Based on the results of the questionnaire, in the first question 58.1% of respondents agreed, and in the second question 60% of respondents also agreed. Followers have a tendency to prefer a product and make the product they have consumed as their main choice. Transactional Interest. Person's desire to purchase a product or service. Based on the results of the questionnaire, in the first question 64.8% of respondents agreed, and in the second question 49.5% of respondents also agreed. So it can be concluded that followers are sure they are interested in buying the desired product. Referential Interest. A person's desire to provide recommendations for other people to buy the desired product or service. Based on the results of the questionnaire, in the first



question 49.5% of respondents agreed, and in the second question 51.4% of respondents also agreed. So it can be concluded that followers will suggest or recommend to other people to make purchases.

## 5. Create a Discussion

Based on the results of the research that has been carried out, the researcher will provide several suggestions. Warunk Upnormal is a place to eat that is very innovative and creative in design and products (food and drinks). The products offered by Warunk Upnormal are Indomie and innovative chicken, toast, potatoes, rice, tofu, beef, sausages, and drinks such as coffee, milkshakes, healthy juices, and so on. Warunk Upnormal uses social media Instagram as an information medium. The Instagram account used is @warunk\_upnormal which provides information to followers regarding products and interesting promotions on offer. The Instagram account @warunk\_upnormal has been followed by 423,000 thousand users. The Instagram account @warunk\_upnormal has a link that is directly connected to the Warunk Upnormal website.

The transformation of people's lifestyles means that marketers are required to quickly adapt to trends or new things related to online marketing. The rapid development of internet networks has given rise to an information revolution in the digital era, so that it can change various aspects of life, especially in marketing which is known as digital marketing. Warunk Upnormal innovates its products, such as providing products to take home (take away) or providing products that last for a long time and implementing a package system (bundling), this can increase marketing volume. Providing various games such as Uno, snakes and ladders, etc. which make consumers feel at home for a long time by ordering snacks.

Social media can be used to reach social media users in different ways that are much more interesting, entertaining and refer potential customers to get to know and try the products being sold. become a facility to build relationships with consumers directly. Through social media, consumers can communicate directly regarding the products being sold. As an entrepreneur, you can directly provide feedback to consumers interactively and quickly. Social media is the easiest and cheapest way to promote because you can only use the internet and good marketing skills. Apart from that, entrepreneurs don't need to bother making brochures to carry out promotions. Social media can also reach potential consumers much more widely and quickly.

Continue to maintain the brand image and be more creative and innovative in managing the place and products you own. Don't stop at one menu or promotion given to consumers. For further research, the scope of the research can be maximized and the selection of respondents can be expanded. This research was conducted using a survey method using a questionnaire. It is hoped that this research can add contributions to science, especially in the development of marketing activities through social media and become a reference for further research.

Social media is a promotional strategy that is very important and influences consumer buying interest, because it makes it easier for consumers to search for products that minimize their search costs, so many consumers choose to shop via social media. Social media provides facilities for consumers to interact and participate online which creates sustainable and positive relationships between consumers and companies. Purchase intention is a consumer behavior where someone has the desire to buy a product based on experience in choosing, using and consuming and even wanting a product. The Instagram account @warunk\_upnormal carries out promotions through posts or uploads in the form of photos or videos and Instagram stories. Promotions carried out via Instagram have more benefits because social media has a wide reach.

For business people, Instagram social media is often seen as a tool to connect communication with consumers. Companies can use Instagram by posting images related to information about a product they want to offer to increase the knowledge of potential consumers. Uploads on Warunk Upnormal's Instagram are in the form of photos and videos related to food and beverage products as well as promotions being held which are Warunk Upnormal's strategy for marketing its products which are expected to encourage consumer buying interest.

#### 4. Conclusion

Based on the results of research conducted entitled The Influence of Social Media Marketing Communication Strategy Instagram @warunk\_upnormal in Marketing Products on Consumer Buying Interests. Based on the influence of variable 2% while the remaining 66.8% is influenced by other variables outside the research. From the results of a simple linear regression test, the regression coefficient results in the table are constant 2.482, which means consistent. The coefficient value of the variable Consumer Purchase Interest (Y) is 0.078. The coefficient has a positive value, so it can be stated that there is an influence between the independent variable and the dependent variable. Based on the results of the analysis, it can be seen that the t value of variable X is 9.962 and the significance value is 0.000. The resulting significance value is smaller than 0.050 ( $0.000 < 0.050$ ) so it can be concluded that the independent variable (X) used in this research has a significant effect on the dependent variable (Y). From these results, it was found that consumer perceptions of the social media marketing communication strategy Instagram @warunk\_upnormal influence consumer buying interest.

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