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THE BUSINESS PROMOTION STRATEGY OF “DEV’S HAIRCUT” ON EFFORT TO INCREASE CONSUMER BY SOCIAL MEDIA INSTAGRAM

Complied and submitted by

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**DEPARTMENT OF MANAGEMENT
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HASANUDDIN UNIVERSITY
MAKASSAR
2022**

RESEARCH THESIS

THE BUSINESS PROMOTION STRATEGY OF “DEV’S HAIRCUT” ON EFFORT TO INCREASE CONSUMER BY SOCIAL MEDIA INSTAGRAM

**As one of the requirements to obtain
Bachelor of Economic degree**

Complied and submitted by

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To

**DEPARTMENT OF MANAGEMENT
THE FACULTY OF ECONOMICS AND BUSINESS
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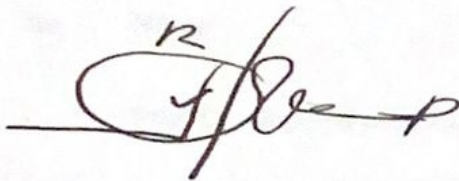
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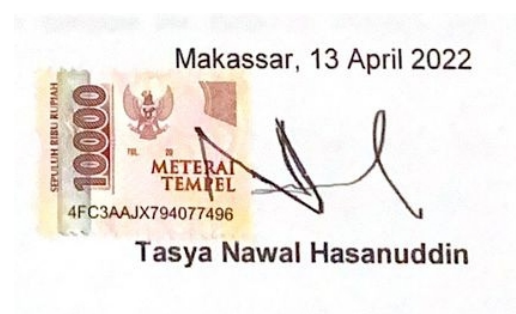
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Is my own research and to the best of my knowledge there is no other scientific works that has been submitted by others to obtain an academic degree in other universities or academic institution, and there are no works or opinion that have been written or published by others except those cited in the text and mentioned in the bibliography.

If in the future it turns out that it can be proven that there are elements of plagiarism in this text, the I will receive sanctions for the act and proceed according to the applicable laws and regulations (Law No. 20 of 2003, article 25 paragraph 2 and article 70).



PREFACE

Assalamualaikum Wr. Wb

All perfect praises belong the Almighty alone, Allah SWT. The only one who bestowed mercy, bestowed His grace, blessing, and guidance to me so that I can complete my final thesis entitled "THE BUSINESS PROMOTION STRATEGY OF "DEV'S HAIRCUT" ON EFFORT TO INCREASE CONSUMER BY SOCIAL MEDIA INSTAGRAM"

The thesis is on of the requirement for taking the final examination of the Bachelor of Economic at the Faculty of Economics and Business in Hasanuddin University.

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ABSTRACT

The Business Promotion Strategy of “Devs Haircut” on Effort to Increase Consumer By Social Media Instagram

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This study aims to determine the effect of business promotion strategies on increasing consumers by social media Instagram. The method of data collection in this research is to use a questionnaire distributed to Devs Haircut customers. The data were analyzed by multiple linear regression and tested with research instruments (classical assumption test, partial test and simultaneous test) using SPSS software. The results of this study show that social media marketing have a positive and significant effect on promotion, the social media marketing have a positive but not significant effect on the promotion, but significantly capable to be mediator between social media marketing and customer behavior, and promotion have positive and significant effect on consumer behavior.

Keyword: Business Strategy Promotion, Social Media Marketing, and Consumer Behavior

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CHAPTER I

INTRODUCTION

1.1 Background

Appearance or fashion has become a necessity that needs attention in today's society. This is based on the variety of products and services that have developed to meet these needs, so that many business actors create businesses or companies that focus on fashion products and services that support the fashion needs of the community, starting from T-Shirts, accessories, and various other things. An attractive appearance can increase a person's self-confidence. Looking neat and attractive is no longer just a woman's need. Now, men also want to always look neat and charming in every activity. There are many things that men pay attention to regarding their appearance, one of which is hairstyles.

Departing from the need for the appearance of hairstyles, it cannot be denied that there are various barber services that are increasing and increasingly mushrooming. Barbershop itself is a type of business that is engaged in the service sector, which includes providing hair cutting services for customers. However, the concept of barbershop has transformed into a new concept known as Barbershop which is more adapted to the needs of modern society. Due to the proliferation of barbershop business actors in several places, the challenge for other similar business actors is how to present various strategies so that the business they run can survive, develop and even compete in the future.

Strategy itself is the direction and scope of an organization in the long term that achieves benefits for the organization through the

configuration of resources in a challenging environment, to meet market needs and meet stakeholder expectations (Johnson & Scholes). It has 5 aspects are as follows: Develop the vision and mission, setting organization goals, formulating strategies to achieve goals, implement the strategy, and evaluate results. Therefore, by planning a mature strategy, it will also have an impact on the goals of business actors to develop their businesses, especially for barbershop business actors.

There are several strategies that need to be carried out by business actors so that the products or services they run can be marketed to the maximum where this is known as marketing. Marketing is a process preparation of integrated communication that aims to provide information goods or services in relation to satisfying needs and wants (Kotler & Keller). It has 4 variables, they are product, price, distribution, and promotion. By paying attention to the four variables of marketing, business actors can maximize the goal of what is produced by business actors, namely increasing customers.

In marketing, this is known as promotion. Promotion is a way of communication made by the company to the consumer of the target market, by the purpose of conveying information about the product/company so that they want to buy (Kotler and Keller). It has several forms, they are advertising, personal selling, sales promotion, public relations, and direct marketing tools that companies use to achieve advertising and the marketing. Various things related to product promotion ranging from offline marketing plans such as banners, flyers, brochures to online ones such as advertising and marketing through social media in conducting sales promotions for their products.

To maximize promotions run by business actors, including barbershop business actors, is to understand consumer behaviour. By understanding the behaviour of consumers who are the targets of business actors, this will also affect the increase in consumers in the future. Consumer Behaviour is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires (Kotler). Consumer Behaviour has several factors that influenced it, they are cultural factor, social factors, personal factors, and psychological factors. Therefore, business actors need to plan various strategies so that consumers can use the products or services offered to them.

One of the efforts used to promote products and services by business actors today is using online-based marketing or social media. This is considering that society has merged with social media and even every individual from the community has had access to several social media. Based on the information contained in the newsletter, Indonesia is the largest community of Instagram users in Asia Pacific with the number of active users reaching 45 million people out of a total global user of 700 million people.

The phenomenon where many business actors market their products and services through social media is known as social media marketing. Social Media "social media can be seen from the development of how the relationship between individuals and media devices (Nasrulla). Social media has some characteristics, they are network, information, archives, interaction, social simulation, and content by users.

One of the social media platforms that is widely used by the public and can support the activities of business people, including barbershop entrepreneurs, is Instagram.

Currently, Instagram is not only used as a means of satisfying entertainment needs, besides being a social media that is in great demand, Instagram is also a social media that has great opportunities in business activities. Seeing the many advantages of using Instagram social media, it is not surprising that many business people run to Instagram to promote a brand or product they want to promote. As for one of the barbershop business actors who use social media Instagram as a medium in promoting their products and services to customers as a business strategy, Devs Haircut & Shave

Devs Haircut & Shave which is a type of business that offers services such as haircut, childcuts, creambath and so on. Devs Haircut & Shave is located at Jl. Seruni Ruko Sapphire No.4, Pandang, Panakukang District, Makassar City, South Sulawesi and was established on September 20, 2020. Cut & Shave is a type of business that offers services such as haircut, childcuts, creambath and so on. Devs Haircut & Shave is located at Jl. Seruni Ruko Sapphire No.4, Pandang, Panakkukang District, Makassar City, South Sulawesi and was established on September 20, 2020.



Figure 1. 1 Logo Devs Haircut & Shave

The vision and mission of Devs Haircut & Shaves are as follows.

A. Vision

The vision of this business is to be able to become a barbershop company that always provides satisfaction and comfort to customers so as to foster trust and provide professional service to anyone.

B. Mission

- 1) Offering haircut services with up to date models.
- 2) Provide good service to consumers so that they become loyal customers.
- 3) Offering a comfortable atmosphere so as to add value to customer satisfaction
- 4) Give discounts to customers at certain times

This profile of Devs Haircut & Shave in Instagram



Figure 1. 2 Profile Instagram Devs Haircut & Shave

Devs Haircut & Shave's effort in promoting their products and services is by using social media marketing. This is done to influence consumer behaviour by interacting with customers, resolving questions and complaints, announcing new products and services, getting feedback and recommendations, and building their community and social media marketing used through the Instagram platform. Instagram itself has various interesting features such as filters, Instagram Stories, IGTV, Instagram Insights, Instagram Ads and Instagram Business Profiles that can support and make it easier for business actors to run their business, including the Devs Haircut & Shave barbershop.

The efforts made by Devs Haircut & Shave as promotional media are; Discounts on haircut products, discounts on pomade products, promos for 70k free water-based pomade haircuts, and in collaboration with business partners. However, with the increasing development of technology and social media, social media Instagram is also used as a promotional media.

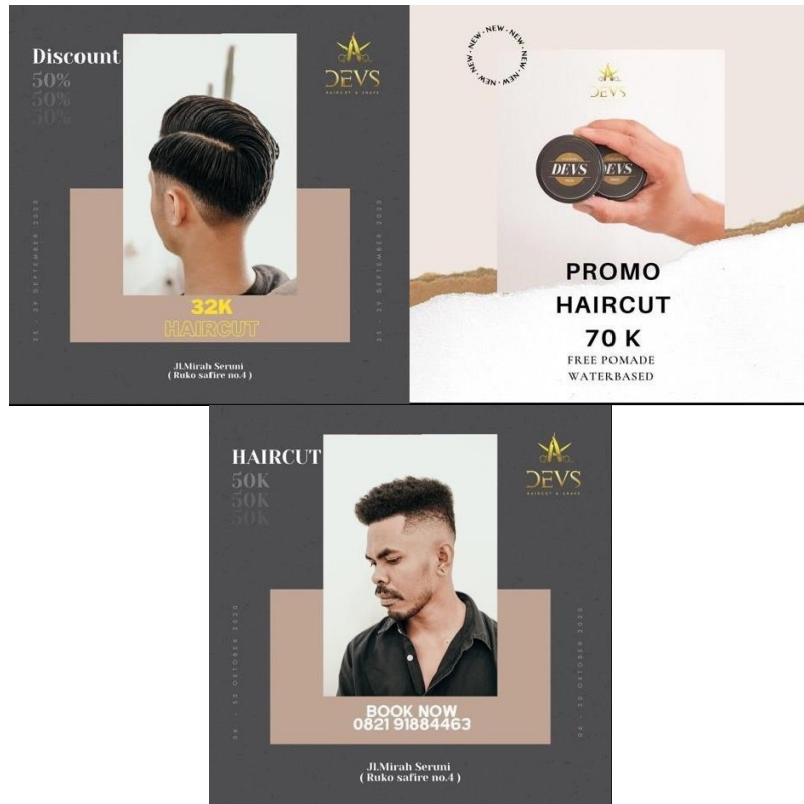


Figure 1. 3 Instagram Promotion

Is the number of Devs Haircut & Shave customers per quartile 2020-2021 as many as 2,722 customers with the following data:

Table 1. 1 The Number of Devs Haircut for Quarterly

Month (Quarterly)	Customer
September – November 2020	359
November 2020 – January 2021	158
January – March 2021	441
March – June 2021	570
June – August 2021	565
August – October 2021	629
Total	2.722

From data that describes the number of consumers who come to the Devs Haircut starting from September to October, from that time period from November to January there was a decline in consumers due to no promotions being carried out, then in the following month until the end of October there was a significant increase due to several promotions carried out by haircut Devs.

Therefore, it can be seen that there is a significant role of social media marketing and promotion to increase costumers in haircut Devs. So the author wants to analyze more about "The Business Promotion Strategy Of "Dev's Haircut" On Effort to Increase Consumer by Social Media Instagram" Especially for does social media marketing that effect for promotion, does social media marketing have effect to consumer behaviour, and does promotion have effect to consumer behaviour

1.2. Research Question

- Does social media marketing that effect for business strategy promotion?
- Does social media marketing have effect to consumer behaviour?
- Does business strategy promotion have effect to consumer behaviour?
- Does promotion as a mediation effect between social media marketing and consumer behaviour?

1.3. Research Objective

- To analyze the business promotion strategy of “*Dev’s Haircut*” on effort to increase consumer by social media Instagram.
- To analyze promotion as mediating effect between social media marketing and consumer behaviour.

1.4. Significant of the Research

- For the writer, this research is expected to increase the theoretical knowledge and how to associate with the case in real life.
- For the reader, this research is expected to increase knowledge about the business promotion strategy of “*Dev’s Haircut*” on effort to increase consumer by social media Instagram. Also as a reference for people who will conduct research in the future.
- For the business, this research is expected to encourage tools and to maximize income by thus knowledge.

1.5. Writing Systematics

The writing of this proposal is divided into five chapters. The explanation of each chapter can be described as follows:

- **Chapter I – Introduction:** This chapter describes the background of the problem, research question, research objective, significant of then research, and writing systematics.
- **Chapter II – Literature Review:** This chapter describes several theories regarding the variables studied, as well as the lists of previous research

related to the topics researcher choose and the conceptual framework of the research before the hypotheses concluded.

- **Chapter III – Research Methodology:** This chapter describes the methodology used by the research in order to gain and processing the data and discuss about the type of research carried out in the paper along with variables, type and sources of data, method of collecting data, and data analysis technique
- **Chapter IV – Result and Analysis:** This chapter contains general description of the research object, respondent's identity, reliability and validity test, moderated regression analysis, research instrument test, hypotheses test and discussion
- **Chapter V – Conclusion:** This chapter contains conclusions from the results of the research discussion and suggestions to related parties regarding the results of research that has been done

CHAPTER II

LITERATURE REVIEW

2.1. Theoretical Framework

2.1.1. Strategy Concept

According to Johnson and Scholes (2016: 29) Strategy is the direction and scope of an organization in the long term that achieves benefits for the organization through the configuration of resources in a challenging environment, to meet market needs and meet stakeholder expectations.

From the above definition, it can be concluded that strategy is a determinant of short-term and long-term goals, work programs, and resource allocation. In this dimension, strategy is a way to explicitly determine long-term goals, organizational goals, work programs needed to achieve goals, and the allocation of resources needed and determined by interest groups who hold full power.

Eddy Yunus (2016) explains that strategy formation is a combination of three main processes as follows:

1. Conduct situation analysis, self-evaluation and competitor analysis, both internally and externally in the micro and macro environment.
2. Along with the interpretation, objectives are formulated. These goals must be parallel in the short and long term. In this process, things that need to be considered are the preparation of a vision statement (a far-sighted perspective and a possible future), a mission

statement (what is the role of the organization in the public environment), general organizational goals (both financial and strategic), business unit objectives strategic (related to the organization's goals in achieving the expected targets).

Eddy Yunus (2016) stated that aspects of strategic management, among others, aim to reveal the vision and mission of the organization, determine goals, create strategies, implement and implement strategies, as well as assess performance and carry out adjustments based on actions to be taken. Aspects of strategic management are as follows:

1. Develop the vision and mission of the organization, meaning that every organization needs a mission-statement about the purpose of the organization. The mission answers the question what is our reason for being in this organization and it is also important for managers to identify current goals and strategies currently in use.
2. Setting organizational goals, meaning knowing in advance what the goals of the organization are, before formulating strategies and so on.
3. Formulating strategies to achieve goals, meaning that managers need to develop and evaluate various alternative strategies and then choose strategies that support and complement each other and strategies that enable the organization to make the best use of the strengths and opportunities of its environment.
4. Implement and implement the strategy, meaning that after the strategy is formulated, the strategy must be implemented. Strategy is only good if the implementation is good. No matter how effectively the

organization has planned strategy, the organization cannot succeed if the strategy is not implemented properly.

5. Evaluate results, monitor new developments, and make improvements and adjustments to the strategy, meaning that the last step in the aspect of strategic management is evaluating results. How effective is the strategy that has been implemented. Whatever the result, it will be a recommendation for input for improvement and refinement of the strategy and subsequent implementation and if any, what adjustments are needed to increase the organization's competitiveness against new developments.

2.1.2 Marketing

According to Kotler and Keller (2016), marketing is a process preparation of integrated communication that aims to provide information goods or services in relation to satisfying needs and wants. The essence of marketing is the function that has the most relationships large companies use the external environment, even though the company only has control limited to the external environment.

Therefore, marketing an important role in the development strategy. Marketing already exists the social and managerial process by which an exclusive or organization obtains what it what they want and want by creating and exchanging value with another.

According to Kotler and Keller (2016), marketing mix can be interpreted as variables that can controlled and used by the company

to pursue sales levels desired in the target market or to use other terms the 4P are a combination of marketing variables which are internal factors that are within the control of the company.

The variables were as follows:

1. Product

The combination of goods and services obtained by the company and offered to the target market

2. Price

Is the number determined by the consumer to manufacturers to get a product. This variable has suggestions, namely: price list, discount, credit terms and period payment.

3. Distribution

Are activities carried out by companies so that their products obtainable and available to consumers

4. Promotion

Is an activity carried out by the company to communicate the benefits of the product and to convince target consumers to buy their products. As for the means that contained in it are advertising, personal selling, promotion publicity sales.

In this research, marketing can also be done using social media which is then known as social media marketing. According to Santoso (2017) social media marketing is a form of marketing used to create awareness, recognition, memory and even action of a brand, product, business, individuals, or groups either directly or indirectly with using tools from the social web such as blogging, microblogging, and networking. There are several indicator of social media

marketing, Online Communities, Interaction, Sharing of content and Accessibility.

2.1.2.1. Promotion

According to Kotler and Keller (2016) promotion is a way of communication made by the company to the consumer or target market, by the purpose of conveying information about the product/company so that they want to buy. Promotion consists of advertising, exclusive marketing, sales individuals, promotions in sales, and community relations. Promotion means one part of a series of marketing activities of an item. For relying on promotions, every company must choose to use the right tools. Which promotion is used in order to achieve success in distribution.

According to Kotler and Armstrong, promotion is activities that communicate an advantage product and persuade customer for buy product that" Kotler & Armstrong (2014:77). Activities carried out by the company for communicate and promote their products to their target marketing. Several forms of promotion, known as the promotional mix, are advertising, personal selling, sales promotion, public relations, and tools direct marketing that companies use to achieve advertising and the marketing.

Some of the indicators of the promotion are as follows:

- a. Promotional Message: Is a measure of how well the promotional message carried out and delivered to the market
- b. Promotion media: Is the medium used by companies in carry out promotions.
- c. Promotion Time: Is the length of promotion carried out by company.

2.1.3 Social Media Concept

Social Media is a tool in conveying information from a person to a person or group of people, to achieve individual goals and group goals. To be clearer as stated by Nasrulla in the book Social Media (2016; 8) that "social media can be seen from the development of how the relationship between individuals and media devices. "

In this regard, Dr, Rulli Nasrullah M. Si. in the book Social Media (2016 ; 15), "Social media is one of the platforms that appears in cyber media,. Therefore, the existing social media is not much different from the characteristics possessed by cyber media.

The characteristics of the media are:

1. Network
2. Information
3. Archives
4. Interaction
5. Social simulation
6. Content by users

There are various types of social media, namely:

1. Facebook

2. Youtube
3. Instagram
4. Twitter
5. Blog, etc.

Thus, social media is a media tool to help someone in socializing with the environment and new people who do not directly meet face to face.

2.1.3.1. Instagram

Instagram is a social networking application that allows its users to share photos and videos with their friends. This app can be downloaded for free from regular app stores and is available on many smartphones.

The company was founded by Kevin Systrom and Mike Krieger, both Stanford University graduates, in 2010 and now has around 200 million users. Facebook, the social networking giant, acquired the company in 2012. Although its basic premise is image sharing, the site's popularity stems from its image editing functions.

After the user takes a picture, Instagram filters can change the picture with various types of filters available. This Instagram function allows the creation

of private profiles but can also be linked to existing social network profiles such as Facebook and Twitter, meaning users can share their photos across those platforms.

From this Instagram, businesses can send the latest promotional news or product offers to customers. Instagram is becoming a platform that is increasingly in demand by businesses to promote their products or services. Interesting features such as Instagram Story filters, IGTV, Direct Messaging, Reels, Live, Photo and Videos, Insight, Highlight, Instagram Ads and IGshop other networking facilities make the charm of Instagram able to stick in the hearts of its users.

When it was launched for the first time in 2010, Instagram claimed to have had 25,000 account registrants. On Instagram we can also advertise a product or service through a business account that has been posted. This is the same as Instagram's function, which can upload photos with an Internet connection, so that the information you want to convey can be received quickly.

2.1.4. Concept of Consumer Behaviour

According to Kotler (2016:166) defines consumer behaviour: "Consumer behaviour is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires." Based on the above understanding, it can be concluded that consumer behaviour is a process where each individual or group determines their perception of a product or service, before finally using the product or service to satisfy their needs and desires.

According to Kabiru & Reni (2019), Consumer Behavior is determined by the individual's intention to perform the behavior, intention is determined by attitudes toward the behavior, which are informed by beliefs needed to engage in the behavior; subjective norm; the social pressures to perform or not to perform the behavior and perceived behavioral control refers to people's perceptions of their ability to perform a given behavior.

There are four factors that influence consumer behaviour in purchasing a product. These factors have a significant influence on consumers in choosing the products they will buy, according to Kotler, translated by Bob Sabran (2016; 166). The factors that influence consumer behaviour are:

1. Cultural Factor

Culture is a basic determinant of a person's desires and behaviour. Human behaviour is largely the result of the learning process. While growing up in a society, a child learns about the

values, perceptions, desires and basic behaviours of the family and other important institutions.

2. Social factors

a. Reference group: All groups that have a direct or indirect influence on the person's attitude or behaviour

b. Family: The most important consumer buying organizations in society and family members represent the most influential primary reference group

c. Role and status: People choose products that reflect and communicate their role and actual or desired status in society.

3. Personal factors

a. Age and life cycle stage

Our tastes in choosing food, clothing, furniture and recreation are often related to our age. Consumption is also shaped by the family life cycle, namely the stages that a family goes through until it becomes mature.

b. Employment and economic circumstances

Employment also affects a person's consumption patterns, and product choices are strongly influenced by economic circumstances: disposable income, savings and assets, debt, borrowing power and attitudes toward spending and saving.

c. Personality and self-concept

Everyone has personal characteristics that influence their buying behaviour. What is meant by personality is a set of human psychological traits that cause relatively consistent

and long-lasting responses to environmental stimuli. The basis of self-concept is that a person's possessions can contribute to and reflect on their self-identity.

d. Lifestyle and values

Lifestyle is a person's pattern of living in the world which is reflected in activities, interests and opinions. Consumer decisions are also influenced by core values, belief systems that underlie attitudes and behaviour. Core values go deeper than behaviour or attitudes and determine a person's choices and desires at a basic level over the long term.

4. Psychological factors

a. Motivation. Needs become motives when they increase to a level of sufficient intensity to prompt us to act.

b. Perception. Perception is the process by which we select, organize and interpret information input to create a meaningful picture of the world.

2.2. Previous Research

Table 1. 2 List of Prior Research

NO	Researcher	Research Title	Result
1	Arapa, Andi (2019)	Promotion Strategy for Boediman Jr Barbershop Yogyakarta through Instagram Social Media In 2017	The results of the study show that in promoting Boediman using Instagram as a promotional tool, the main target of Boediman Jr means students aged 16-25 years who live in

			<p>Yogyakarta, Boediman Jr's goal of promoting on Instagram means to give a message so that Boediman Jr can be known by the public. the crowd and the promotion mix used by Boediman Jr are sales promotion and direct marketing.</p>
2	Ni Made Wersi Murtini	Utilization of Social Media in the Promotion of "Baron Barbershop" Hair Cutting Business in Banjar Bindu, Mekar Bhuana Village	<p>"Baron Barbershop" in Banjar Bindu Bhuana's blooming village has not fully utilized social media to promote its barbershop business. Due to this problem, the dedication team of Mahasaraswati Denpasar University residents is here to assist in creating accounts, promotional videos, photos and pamphlets with the aim of spreading their business through social media in order to get more customers and increase income than before. From this activity, it is necessary for entrepreneurs to be</p>

			able to master the use of social media to promote their business in a practical and efficient manner.
3	Maulana Danny Pratama (2019)	Molay Tactical Promotion Strategy Yogyakarta in Increasing the Number of Consumers through Media Instagram 2017-2018	Research results prove that Instagram is a form of The origin of internet marketing can be a tool in attracting consumers to buy a product. Instagram through its marketing communication activities pays attention to several related stages using planning, application, and evaluation. Important elements These include: goal setting, message planning, content creation, uploading.
4	Mohammad Faisal	Marketing Communication Tugu Barbershop by Using Instagram Media	Based on the research result, Instagram media is a means of marketing and promotion by taking advantage of the very helpful features of Instagram increase the number of

			<p>subscribers. Through innovative posts from Instagram and easy to understand create customer feedback for recognize his business.</p> <p>It shows that other users are starting to have feelings interest to buy products and try services from Tugu Barbershop.</p>
5	<p>Yustiray William Virgiano Umbu Djima (2021)</p>	<p>Manliest Barbershop Marketing Communication Strategy in Promotional Activities through Instagram Accounts</p>	<p>The results of the study describe the marketing communication strategy of the manliest barbershop through the Instagram account @manliestbarbershopia is building consumer confidence in the product or product, setting prices or prices that have been combined with bonus incentives of choice, choosing places or locations that are easy to find and doing promotions or promotions following the trend. while the reason for choosing a marketing</p>

			<p>communication strategy is to build trust by building consumer confidence by being able to appear on the @manliestbarbershop Instagram account.</p>
6	<p>Veby Zilfania Rizal (2019)</p>	<p>Marketing Communication of Instagram Social Media at the Bandung Celebrity Cake Shop Makuta (@ Bandung Makuta) on Brand Awareness</p>	<p>The results of this study will recommend the management of the company or organization to improve marketing strategies, especially on social media, there are found in the social media correlation of Instagram to brand awareness and celebrity endorse to brand awareness, and simultaneously together with social media and celebrity endorse has a correlation to brand awareness</p>
7	<p>Sheila Nur Alfiah (2021)</p>	<p>Communication Strategy of the Corner Mantera in Increasing the Number of Consumers through Social Media Instagram</p>	<p>The results of the study of marketing communication strategies through the social media Instagram by the Coffee Shop Mantera Corner, namely that the Coffee</p>

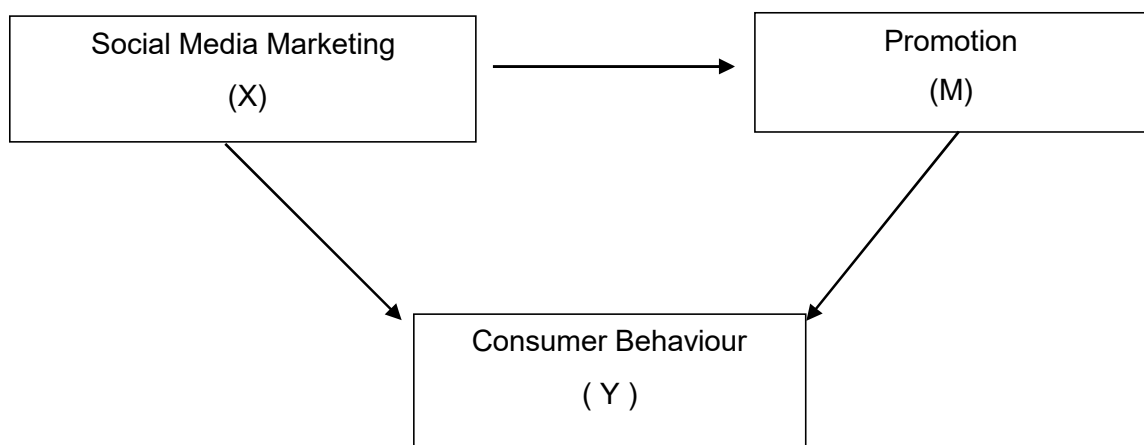
			<p>Shop Mantera Corner conveyed information about its place clearly, featuring product excellence and the atmosphere of the place with competitors. Instagram selection as a promotional media to deliver information about Coffee Shop Corner Mantera to consumers, is considered right. Because it can find out the right time to inform the product, the place and also understand the Insight feature to find out the feedback of consumers. Strategi conducted by the Coffee Shop Manera Corner in promoting the place and its products, namely by holding promos in certain days</p>
8	Bunga Ega Evania, Roni Kastaman, Totok Pujianto (2021)	The Use of Social Media With the Approach of the Aida Model for Bund Bread in Increasing Consumer Buying Interest	The results showed that 59, 6% of consumer buying interest was really due to the Attention, Interest, Desire and Action factor. Variable

			<p>Attention has the most dominant effect on increasing consumer buying interest. So on the use of Instagram that must be optimized is in the attention variable first, namely the posting of the product posted must use quality, honest and reliable visualization in the use of images and captions and must have a distinguishing of bund bread posts with other company posts,</p>
9	<p>Nina Dwi Rusanti (2021)</p>	<p>Strategy Marketing Communication of SBY desain in Increasing the Number of Consumers by Media Instagram</p>	<p>Marketing communication strategies that are widely used and have an impact on the increase in the number of consumers of SBY Desain are sales promotions in the form of discounts, giveaway, free package and prize prices by utilizing features on Instagram. Keywords: Marketing Communication Strategy, Instagram Social Media,</p>

			Promotion
10	Hendy Suryawijaya, Farid Rusdi (2021)	Effect Of Ad Appeal On Instagram Social Media On The Interest Of Buying Consumers (Survey Of Brodo Shoe Products Among Young People In West Jakarta)	It is known that there is a positive influence between the appeal of advertising on social media on the interest of buying consumers to products from Brodo shoes. The appeal of advertising has an effect on buying interest of 66, 6%. That is, if the ad attraction increases, it encourages the increase in the intention of buying consumers. Conversely, if the ad appeal decreases, it pushes the decrease in the interest of consumers.

2.3. Conceptual Framework

Figure 2. 1 Conceptual framework



2.4. Research Hypotheses

The hypothesis is to build effective relationships between strategy marketing in promotion social media support, and consumer behaviour. In the conceptualization process, the researcher trying to build a strong relationship between marketing strategies to get consumer behaviour with social media promotion support.

H1: Social media marketing have positive and significant to promotion

H2: Social media marketing have effect significant to consumer behaviour

H3: The Promotion have positive and significant to consumer behaviour.