

**ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA
PROMOTION STRATEGIES ON BUYING INTEREST IN THE
ROSMINI HERBAL OIL SME (CASE STUDY OF THE
BENGKALIS DISTRICT COMMUNITY)**

Student Name : Febri Yani
Student ID Number : 5604221054
Supervisor : Bustami, S.ST., M.Si

ABSTRACT

This study aims to analyze the effect of social media promotion strategies on purchase intention at the Minyak Herbal Rosmini MSME in Bengkalis District. The research method used was quantitative with an associative research type. Data were collected through questionnaires distributed to 100 respondents from Bengkalis District who had seen promotions for Minyak Herbal Rosmini on social media, using purposive sampling technique. Data analysis was conducted using simple linear regression.

The results showed that social media promotion strategies have a positive and significant effect on consumers' purchase intention at the Minyak Herbal Rosmini MSME. This was evidenced by the t-test results showing a significance value of $0.001 < 0.05$. The coefficient of determination (R Square) value of 0.515 indicates that social media promotion strategies can explain 51.5% of the variation in purchase intention, while the remaining 48.5% is influenced by other factors outside this study. Thus, the better the social media promotion strategies implemented, the higher the consumers' purchase intention for Minyak Herbal Rosmini products.

The contribution of this study is to provide empirical evidence on the importance of social media promotion in increasing consumers' purchase intention, particularly for local MSMEs. The findings can also serve as a reference for the Minyak Herbal Rosmini MSME in developing more effective digital promotion strategies to expand market reach and enhance consumer interest.

Keywords: promotional strategy, social media, purchase intention.