

ABSTRACT

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**THE INFLUENCE OF PREPP SCOOTER CLUB CAMPAIGN BY INFLUENCER
ARIEF MUHAMMAD ON BUYING INTEREST IN FOLLOWERS
@PREPPSTUDIO**

Keywords: *Campaign, Instagram, Buying Interest*

(xiii + 109 + Appendices)

This study aims to find out whether there is an Effect of the 'Prepp Scooter Club' Campaign By Influencer Arief Muhammad On Buying Interest In Followers @preppstudio. This research method uses a survey – quantitative approach. Data collection techniques using questionnaires. The theoretical approach used is the Diffusion theory of Innovation. The population of this study was 1.5 million followers of @preppstudio Instagram account where the sampling method used the Slovin formula so that a total of 100 respondents were obtained with the Purposive Sampling technique. The results showed that there was an Effect of the 'Prepp Scooter Club' Campaign by Influencer Arief Muhammad on Buying Interest in Followers @preppstudio, and there was an influence between variable X (Campaign) on variable Y (Buying Interest) of 61.7% with the remaining 38.3% can be influenced by other variables or indicators. The data obtained were analyzed using SPSS 26 software. The results showed that there was a positive and significant influence of the 'prepp scooter club' campaign by influencer Arief Muhammad on buying interest in @preppstudio followers.

Bibliography (2003 – 2022)