

## **ABSTRACT**

*The advancement of information technology has developed digital marketing strategies. Mbako Plaza is one of the tobacco shops and its derivatives that uses IG as a marketing medium. The purpose of this study was to determine the effect of content creation, content sharing, connecting, community building through Instagram on purchasing decisions at Plaza Mbako.*

*The study used a quantitative approach with a sample of students who were consumers of Plaza Mbako with a minimum of two purchases in the last three months, as many as 100 people. The sample was obtained by purposive sampling. The data collection method used a questionnaire, which was then analyzed using multiple linear regression analysis.*

*The results of the study were a positive influence of content creation, content sharing, connecting, community building on purchasing decisions at Mbako Plaza. It is important for Mbako Plaza to maintain its IG related to content creation, content sharing, connecting, community building in encouraging consumer purchasing decisions.*

*Keywords: content creation, content sharing, connecting, community building, purchasing decisions*