

ABSTRACT

This research is based on the rapid use of Instagram in Indonesia, especially its use as an online marketing channel. Based on data released by We Are Social and Hootsuite in 2018, Indonesia has become the fifth largest Instagram users in the world. Instagram is a free social media application, where users can upload photos and videos. Distributors utilize Instagram features to advertise the products they sell. In addition, distributors also involve celebrities and influencers who have a large number of followers in Instagram to advertise their products, better known as endorsement. These ads can appear in *explore pages*, *timelines* and *insta stories*. Therefore, this study tries to test the positive influence of ads in Instagram on consumer impulse buying behavior. There are 2 independent variabell used in this study: Ad Content (X1) and Endorsement (X2). One intervening variable: Personality Traits (Y1), and one dependent variable: Impulse Buying (Y2).

After conducting a literature review and preparing hypotheses as well model to be used. Then the questionnaire was distributed to 112 people in the Semarang area using *purposive sampling* technique. This study uses *tructural Equation Modeling* (SEM) as an analytical tool. The result of this study found out that Ad Content, Endorsement and Personality Traits had a positive influence on consumers impulse buying behavior.

Keyword: *impulse buying, endorsement, online marketing, social advertising, social media marketing.*