

## ABSTRACT

*The purpose of this study is to analyze the effect of social media advertising content, and social media sales promotion content on behavioral intention on UMKM with attitude towards account business on instagram as a intervening variable. The population used in this study are consumer UMKM Leker Mania Ungaran. The number of samples used in this study were 135 respondents. The method of data collection is done through a questionnaire. This study uses Structural Equation Modeling (SEM) analysis techniques with AMOS 21.0 analysis tool.*

*The result of this study show that the five proposed all were accepted. Hypothesis 1 (there is a significant and positive influence beetwen attitude towards account business on instagram and behavioral intention), hypothesis 2 (there is a significant and positive influence beetwen social media advertising content and behavioral intention), hypothesis 3 (there is a significant and positive influence beetwen social media sales promotion and behavioral intention), hypothesis 4 (there is a significant and positive influence beetwen social media advertising content and attitude towards account business on instagram), and hypothesis 5 (there is a significant and positive influence beetwen social media sales promotion content and attitude towards account business on instagram).*

**Keywords :** *Social Media Advertising Content, Social Media Sales Promotion Content, Attitude Towards object dan Behvaioral Intention*