

## **ABSTRACT**

*This study aims to analyze the effect of Instagram social media promotional content on brand perception and purchase intention among consumers of Hijab Faril. In the digital era, social media serves as a strategic tool for promotion, particularly Instagram, which offers a visual and interactive approach to engaging consumers. This research employs a quantitative approach using simple linear regression and descriptive analysis. The sample consists of 100 respondents who are active followers of the @faril.idn Instagram account and have interacted with its promotional content.*

*The results indicate that Instagram promotional content has a positive and significant effect on brand perception, with a coefficient of determination ( $R^2$ ) of 0.611, and on purchase intention, with an  $R^2$  value of 0.592. The descriptive analysis also reveals that most respondents have a high level of brand awareness and a strong purchase intention after viewing Instagram content, especially testimonials and easily accessible product information.*

*The implications of this study provide practical insights for small and medium enterprises (SMEs), particularly Hijab Faril, in optimizing effective digital promotional strategies. This research also contributes theoretically to digital marketing and consumer behavior.*

**Keywords:** *Promotional Content, Instagram, Brand Perception, Purchase Intention, Hijab.*

