
Influence of the use of Instagram Media on the Decision to Purchase Sa'dan Weavings, North Toraja District

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ABSTRACT

Toraja woven cloth was originally used only for traditional events and ritual events such as weddings and Rambu Solo events. In line with the development of time, this woven cloth can be made into wallets, bags, work uniforms and so on, and this woven cloth is one of the local wisdoms that needs to be preserved and at the same time becomes a very attractive tourist attraction as a souvenir for both domestic and foreign tourists. To expand their marketing area for Toraja woven fabric craftsmen, the craftsmen must follow modern market developments such as Instagram, to promote their products to the public both domestically and internationally and in the end this can create an attraction to make purchases and at the same time increase their sales results. This research uses a type of correlational research which aims to analyze the relationship between two or more variables. The data collection method used is a survey method using a questionnaire. The research results from 100 respondents had an average answer of 3,435, which means they tend to agree. Instagram's social media capabilities have an influence of 97% on the ups and downs of purchasing decisions. Based on the results of the t test, the significant value is $0.000 < 0.05$, which means that Instagram social media (X) has a significant and positive influence on purchasing decisions (Y).

Keywords: Woven Fabrics, Use of Social Media, Purchase Decisions

INTRODUCTION

Weaving craft is one of the Toraja cultures which has an important meaning and role for Toraja and North Toraja traditional activities. According to Toraja culture, woven fabrics are the most important part of life and need to be preserved. For the community, woven cloth is not just any cloth but has meaning implicit in every motif and pattern. Apart from that, Toraja woven cloth was also a symbol of prosperity and glory in the past because only certain people were able to use this cloth, for example the nobility or economically well-off people who had woven cloth with various very beautiful motifs. The motifs used by nobles are different from ordinary people. In Toraja, the center for weaving is in the Sa'dan region of North Toraja, so Toraja weaving is better known to the local community as Sa'dan Weaving. This woven cloth is used during traditional

ceremonies, both the Rambu Tuka' and Rambu Solo' traditions. Woven cloth as a symbol of greatness and appreciation, given to guests of honor. Sa'dan weaving has distinctive traditional motifs with diverse and attractive color combinations. Sa'dan woven fabric is made using a traditional loom called "Ongan Tannun".

Paruki weaving is a type of Sa'dan weaving which is decorated with various motifs, most of which are adapted from Pasura' Toraja or Toraja carvings. The type of carving that is the motif in Paruki' weaving is also the name of this type of weaving, for example Pa'gayang, Pa'tedong, Pasekong, Pa'mananga. However, along with the development of human science, weavers are also innovating to create woven motifs that are not only from Toraja carvings in general, but also add to the creativity of the weavers. So this type of Paruki' weaving is rich in variations



of patterns and motifs. However, the basic pattern of the original motif has not changed. The Paruki' motif is a type of Sa'dan woven motif which is very popular both locally, nationally and internationally as a keepsake.

This motif combines fourThe colors, namely red, white, black and yellow, have the characteristic symbol of Toraja and each color has its own meaning. The Paruki' motif is made by weaving on woven fabric so that it produces a woven-like pattern. The motifs highlighted are usually in the form of carved beads such as those usually worn as jewelry for Toraja women. The motifs are taken from several carved motifs, but the woven fabric craftsmen will combine or mix them with other motifs such as stripes and floral motifs to beautify the woven fabric that will be made depending on the person who will order the woven fabric, apart from that, to make one woven fabric. Paruki' requires 8 – 12 skeins of thread, so if less than 8 skeins of thread to be processed then the threads in the Paruki' woven fabric will be loose or loose. To expand marketing to increase the sales volume of woven fabrics, weaving craftsmen should follow modern marketing developments through social media promotions such as Instagram, Facebook, Tokopedia, TikTok and other social media.

The development of social media is currently very rapid and can be utilized optimally in the environmental cycle. It cannot be denied that current technological developments are able to make it easier for humans to promote all their activities and products. The simplest example is that social media such as Instagram makes people more active in obtaining or disseminating information. The use of social media such as Instagram is an example of clear evidence of increasingly sophisticated technology.

The rise of the internet in Indonesia has given rise to a shift in marketing technology. Many people use the internet to fulfill their needs. This also influences the online world to experience very rapid changes, especially when consumers shop, they are no longer only in offline stores but also in online

stores. For example, the social media Instagram, Instagram is a social media that is being looked at by today's business people to communicate and disseminate information to consumers and potential consumers, as is used by Sa'dan woven craftsmen and they use Instagram social media to promote their weaving products to the public using Instagram social media, Sa'dan weaving craftsmen began to introduce their local products to the wider community by promoting them on Instagram social media. After using Instagram social media, Sa'dan weaving was successful in increasing sales promotions in marketing woven fabrics with various motifs that were able to attract the attention of consumers. consumers to buy products that craftsmen promote through social media in the form of Instagram, by using Instagram Sa'dan Toraja weaves can be widely known by the public, so that in the purchasing process consumers can also more easily order and choose various kinds of woven fabric motifs according to their needs without having to come to Toraja.

In the future, consumers hope that Sa'dan woven craftsmen will be able to innovate their weaving products more and increase their sales, not only through the social media Instagram, but perhaps they can use more interesting social media such as Facebook, Tik Tok, Tokopedia and so on so that they can better known by the wider community.

Sa'dan weaving craftsmen feel that the existence of sophisticated technology, assisted by the rise of social media, can make it easier to sell their products to consumers. Toraja Sa'dan weaving is an interesting product so many people are interested in owning it because it has unique paintings which have their own meaning, the Sa'dan woven cloth itself is a symbol of prosperity for its owners apart from having unique motifs and varying prices according to with what motive the customer wants. Sa'dan weaving is very popular among people in Toraja and outside Toraja, so it has a fairly high selling price so that customers feel satisfied when buying this

woven fabric because it has a motif that is unique compared to other fabrics.

Marketing is a method used by Sa'dan weaving to introduce products to be promoted to the wider community by using social media in the form of Instagram, where the products that Sa'dan weaving will promote to consumers can create an attraction for consumers so that consumers are interested in making purchases. . For this reason, the study of promotion itself must be studied by every producer and those operating in other economic fields, as stated by Laksana (2019: 129) that promotion is a communication between sellers and buyers that comes from the right information which aims to change attitudes and behavior. purchases, such as those made by Sa'dan weaving, where previously consumers did not know about Sa'dan woven products, now they can get to know the products produced by Sa'dan weaving through the Instagram promotional media used by Sa'dan weaving to make it easier for the wider public to get to know the products, so Promotion itself can be interpreted as an effort carried out by Sa'dan weaving to disseminate its products in order to influence, seduce or persuade consumers to know more about the benefits of the products offered by the Sa'dan weaving business, so that they understand the function of the product. make consumers motivated to make a purchase of the Sadan rental.

In the era of globalization, trends in people's interests and needs are progressing very quickly. In addition, advances in information and communication technology are currently changing consumer behavior patterns in meeting their needs. The use of technology in various trading activities is growing rapidly.

According to Kotler and Armstrong (2015: 10), the existence of sophisticated technology with internet networks makes it easier for direct interaction between consumers and business people, as with the help of the internet workers can very easily complete his work through the help of an internet network. Instagram social media is an effective way to promote products produced by Sa'dan tenants

such as those owned by business people through internet marketing.

Marketing via social media is called social media marketing. In short, social media marketing is a marketing effort that uses social media as a channel. According to Kotler and Armstrong (2015: 568), social media is a target for consumers to share text, image, audio and video information with each other in the company and vice versa. The presence of social media in digital era marketing can be seen from two sides, namely the advertising side and the use of social media. Social media provides offers with a variety of diverse content. Advertisements are not only in text form but can also be in audio form. Advertising production and social media benefits also tend to be less expensive. Not only that, targets for potential consumers can also be determined based on the producers of devices on social media (Nasrullah, 2015: 161).

Kotler (2014) states that purchasing decisions are a problem adjustment process which consists of analyzing or recognizing needs and desires, searching for information, researching information sources on purchasing alternatives, purchasing decisions, and behavior after purchasing. From the explanation above, it can be concluded that information search and evaluation are things that consumers do when making purchasing decisions.

The purchasing decision is a stage that consumers carry out before purchasing a product. According to Sunyoto (2012: 251) that consumer behavior is the activities of individuals who are directly involved in obtaining and influencing goods or services, including the decision-making process in preparation for determining these activities.

The relationship between social media promotion and purchasing decisions is that social media is one of the media most widely used by the public, which is the target for companies to carry out promotions because of the minimal costs required. Mangold and Faulds (2009) stated that social media has become a tool to influence consumer behavior

which includes awareness, obtaining information, opinions, attitudes, buyer behavior from the beginning to the purchase decision and post-purchase behavior and evaluation.

Social media promotions have a big influence on purchasing decisions. Pamungkas and Zuhroh (2016) and Bate'e (2019) found that social media promotions had a positive and significant effect on purchasing decisions.

The social media used to promote Sa'dan weaving is Instagram. Instagram is a social media that provides a marketplace that sellers can use to market their products.

LITERATURE REVIEW

A. Promotion Definition

According to Laksana (2019: 129) that promotion is a communication from sales and purchases originating from the right information which aims to change attitudes and purchasing behavior, which previously did not know the product, can become familiar with promotions on social media, so that consumers become buyers and will still remember the product.

According to Kotler and Armstrong in Ridwansiyah (2017: 52), promotion is a tool or activity used by companies to communicate customer value.

So the definition of promotion is an effort to inform or offer products and services with the aim of attracting potential consumers to buy or use them.

B. Instagram Social Media Promotion

The practice of marketing with social media is starting to develop and is used as a product marketing strategy tool, promoting a company's brand. Social media is a gathering place for people who want to share information and a place to find new friends and interact with other friends online.

According to Nasrullah, (2015) that Social Media is content containing information created by people who utilize publishing technology, is very easy to access and is intended to facilitate communication, influence and interaction with each other and with the general public. According to Mc Quail (2011) that social media is an information habit and a

shift in people's roles in the process of reading and disseminating information which is supported by Web technology. Social media empowers people to become information disseminators. People can upload various media, participate in games, join groups, add pages to lists that they like (Gurnelius, 2011: 100). The social networking situation Instagram is very beneficial for Sa'dan Toraja weaving in terms of making it easy to promote each new product, because it provides a number of services to interact with customers for each buyer. Manglod and Faulds (2009) said that social media has become a tool to influence consumer behavior which includes awareness, obtaining information, opinions, attitudes, purchasing behavior, such as from the beginning to the purchasing decision and post-purchase advertising and evaluation.

C. Purchase Decision

According to Assael in (Muanas, 2014: 26), decision making is a process of assessing and selecting from various alternatives according to certain interests by implementing an option that is considered the most profitable.

Kotler and Armstrong (2016: 177) define that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, or experiences satisfy their needs and desires. Machfoedz (2013: 44) states that purchasing decisions are a process of assessing and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable. Sangadji and Sopiah (2013: 120) state that purchasing decisions are an integrating process that combines knowledge to evaluate two or more alternatives and choose one of them.

D. Theoretical Framework

Manglod and Faulds (2009) said that social media has become a tool to influence consumer behavior which includes awareness, getting information, opinions, attitudes, purchasing behavior, such as purchasing decisions. According to Kotler and Armstrong (2015), the existence of sophisticated

technology with internet networks facilitates direct interaction between consumers and business people. Based on the theory above,

this research analyzes the use of social media promotions (X) on purchasing decisions (Y) so it can be described as follows:

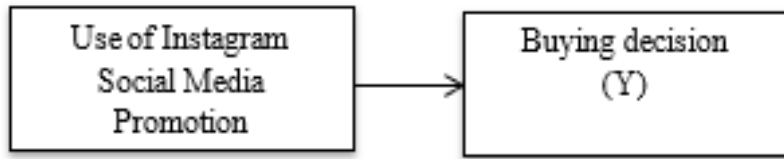


Figure 2.1 Research Framework

Based on the theoretical framework above, the hypotheses in this research are:

Promotion of the use of social media Instagram has a significant and positive effect on woven purchasing decisions

RESEARCH METHODS

Silaen (2018: 87) states that a population is all objects or individuals who have certain characteristics or traits that will be studied. The population in this study is an unlimited population because the exact number is not known. In a study, not all individuals in the population can be studied because considering the limited funds, energy and time available, researchers can use samples taken from part of the population (Arikunto 2011). In this research, the number of samples to be taken is not yet known. For this reason, nonprobability sampling with purposive sampling technique was used. The purposive sampling technique is a sampling technique with various considerations. The following considerations are: consumers who are familiar with Sa'dan weaving, consumers using the Instagram application, and consumers who have used or purchased Sa'dan weaving products.

The sample is part of the population that is the object of research, where the population is part of the number of characteristics possessed by the population (Sugiyono 2017:81)

The total population in this study is not known for certain, so the formula used to determine the number of samples in this study is unknown population by Rao Purba (Sujarweni 2015).

$$n = \frac{Z^2}{4(Moe)^2}$$

Information:

n : sample size

Z : Sample confidence level determined in the study (α = 5% or 95% confidence level = 1.96)

Moe : Margin of error error tolerance limit or allowance for inaccuracy due to tolerable sampling errors, namely: (10%)

Based on the formula above, you can find out the samples that will be taken in this research through the following calculations:

$$n = \frac{Z^2}{4(Moe)^2}$$

$$n = \frac{1,96^2}{4(0,10)^2}$$

n = 96.4 rounded to 100 respondents

So the sample in this study was determined to be 100 respondents from Sa'dan Toraja Weaving consumers, North Toraja Regency.

The data collection method used in this research is the survey method, by distributing questionnaires to respondents who are the object of research. Sugiyono (2014: 7) states that the survey method is used to obtain data from certain places naturally, but researchers treat data collection the same way, for example by giving questionnaires.

Based on the research title on the influence of using Instagram social media promotions on purchasing decisions for sa'dan woven fabrics in North Toraja Regency, the use of Instagram social media is one way of introducing products to the public, Instagram social media provides information to the public about the introduction of woven fabric products,

such as promotional coverage, update quantity, and order quality.

Purchasing decisions are part of consumer behavior regarding the study of how individuals, groups and organizations select, buy, use and how goods and services or experiences satisfy consumer wants and

needs, which can include problem recognition. Information search, alternative evaluation, purchase decision, and post-purchase evaluation.

The tool used to measure this research data is the Likert scale. According to Sugiyono (2014) the score criteria are as follows.

Table 1 Likert Scale

Respondent's response	Score
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (ST)	2
Strongly Disagree (STS)	1

Descriptive Analysis

Descriptive analysis is used to describe or describe the data obtained through questionnaires and determine the mean and standard deviation.

The instrument tests used in this research are validity and reliability tests.

1. Validity Test: Ghozali (2013) states that the validity test is used to measure whether a questionnaire is appropriate or valid. If the statements contained in the questionnaire can explain something that can be measured by the questionnaire, then the questionnaire can be said to be valid. Whether a questionnaire is valid or not can be tested using software called SPSS and using its output called corrected item correlation. If the value contained in the corrected item correlation $r > 0.30$ can be declared valid.
2. Reliability testing is a tool used to measure questionnaires which are indicators of variables or constructs (Ghozali 2013: 47). If the response someone gives to the statement is consistent or stable over time, it is said to be reliable or trustworthy. In this test, the research used SPSS software to measure the variables by observing Cronbach's Alpha with a significance greater than 0.60. Ghozali (2013: 38) states that if a variable provides a Cronbach's Alpha value > 0.60 , it can be said to be reliable.

The classic assumption test used in this research is:

1. Data normality test; The data normality test is carried out with the aim of testing whether the regression model, dependent variable and independent variables used have a normal distribution or not. In the linear regression model, this assumption is shown by the error values which are normally distributed. A good regression model is a regression model that has a normal or close to normal distribution, so it is suitable for statistical testing. Testing the normality of this data uses the Kolmogorov-Smirnov test of normality which is required by the SPSS program. According to Priyanto (2014: 94) states that the normality test is used to find out whether the residual distribution is a normal distribution. In this research, the method used is the one sample Kolmogorov Smimov test, namely if the significant value is > 0.05 then the residual is normally distributed.
2. Linearity Test: According to Ghozali (2016: 159) states that the linearity test is used to find out whether the model specifications are correct. Whether empirical studies should use linear, quadratic or cubic functions. The dependent variable and independent variable must have a linear relationship in order to produce good data. Data can be

said to have a linear relationship if the probability value of the two variables is > 0.05, while data is said to have no linear relationship if the probability value of the two variables is < 0.05. Early testing was carried out with the help of the SPSS program.

Regression analysis aims to determine patterns and analyze changes in the influence of the independent variable on the dependent variable. In this research, simple linear regression is used because it only uses one independent variable (X) and one dependent variable (Y). The simple linear regression formula according to Sugiyono (2016: 188) is as follows.

$$Y = a + bx$$

Information:

Y = Purchase Decision

X = Instagram Social Media Promotion

a = constant

b = regression coefficient

Analysis of the Coefficient of Determination

The coefficient of determination aims to analyze the influence of the independent variable (X) on the rise and fall of the value of the dependent variable (Y).

Hypothesis testing

Hypothesis testing is a procedure carried out in research with the aim of making a decision to accept or reject the proposed hypothesis. The hypothesis test used in this research is the t test.

The t test is used to test partially or individually the independent variable against the dependent variable.

RESEARCH RESULTS AND DISCUSSION

Descriptive analysis

Descriptive analysis aims to describe or describe the data that has been collected through questionnaires distributed to respondents, and determine the average and standard deviation.

Table 2. Descriptive Item Variable Instagram Social Media Promotion (X)

No.	Items	Respondent's statement					Average	Standard Deviation
		STS	T.S	N	S	SS		
1.	X.1	12 (12%)	25 (25%)	2 (2%)	31 (31%)	30 (30%)	3.42	1,444
2.	X.2	13 (13%)	22 (22%)	5 (5%)	27 (27%)	33 (33%)	3.45	1,466
3.	X.3	16 (16%)	20 (20%)	2 (2%)	32 (32%)	30 (30%)	3.40	1,491
4.	X.4	13 (13%)	23 (23%)	2 (2%)	36 (36%)	26 (26%)	3.39	1,421
5.	X.5	12 (12%)	22 (22%)	5 (5%)	30 (30%)	31 (31%)	3.46	1,431
6.	X.6	12 (12%)	22 (22%)	5 (5%)	27 (27%)	34 (34%)	3.49	1,453
Average Instagram Social media promotion (X)							3,435	1,451

Based on table 2 above, it shows that of the 6 questionnaire statement items answered by respondents, an average of 3.435 means a tendency to agree.

Table 3. Descriptive Item Purchase Decision Variable (Y)

No.	Items	Respondent Statement					Average	Standard deviation
		STS	T.S	N	S	SS		

1.	Y.1	14 (14%)	23 (23%)	4 (4%)	28 (28%)	31 (31%)	3.39	1,476
2.	Y.2	9 (9%)	12 (12%)	20 (20%)	37 (37%)	22 (22%)	3.51	1,219
3.	Y.3	9 (9%)	12 (12%)	18 (18%)	34 (34%)	27 (27%)	3.52	1,306
4.	Y.4	10 (10%)	22 (22%)	7 (7%)	41 (41%)	20 (20%)	3.39	1,302
5.	Y.5	10 (10%)	19 (19%)	12 (12%)	37 (37%)	22 (22%)	3.42	1,296
6.	Y.6	10 (10%)	12 (12%)	14 (14%)	32 (32%)	25 (25%)	3.43	1,320
7.	Y.7	11 (11%)	23 (23%)	7 (7%)	37 (37%)	22 (22%)	3.36	1,345
8.	Y.8	11 (11%)	20 (20%)	14 (14%)	34 (34%)	21 (21%)	3.34	1,312
9.	Y.9	11 (11%)	21 (21%)	10 (10%)	34 (34%)	24 (24%)	3.39	1,348
Average Purchase Decision (Y)							3.42	1.32

Based on table 3 above, it can be concluded that of the 9 statements answered

by respondents, the average value was 3.42, meaning they tended to agree.

Table 4. Validity Test Results

No.	Items	Pearson Correlation Calculation	Standard r > 0.30	Information
1.	X.1.	0.953	0.30	Valid
2.	X.2	0.965	0.30	Valid
3.	X.3	0.970	0.30	Valid
4.	X.4	0.965	0.30	Valid
5.	X.5	0.958	0.30	Valid
6.	X.6	0.962	0.30	Valid
7.	Y.1	0.937	0.30	Valid
8.	Y.2	0.901	0.30	Valid
9.	Y.3	0.937	0.30	Valid
10.	Y.4	0.950	0.30	Valid
11.	Y.5	0.955	0.30	Valid
12.	Y.6	0.943	0.30	Valid
13.	Y.7	0.950	0.30	Valid
14.	Y.8	0.940	0.30	Valid
15.	Y.9	0.908	0.30	Valid

Based on table 4 above, it can be concluded that all statement items $r > 0.30$ means valid or reliable.

Table 5. Reliability Test Results

Variable	Cronbach's alpha calculation	Cronbach Alpha standard >0.60	Information
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Social Media Promotion Instagram(X)	0.984	0.60	Reliable
Purchase Decision(Y)	0.982	0.60	Reliable

In accordance with table 5 above shows that all Cronbach Alpha statement items > 0.60 means reliable.

Table 6. Normality Test Results

Asymp. Sig. (2-tailed)	Conclusion
0.141	Normally distributed

Based on table 6, the results of the normality test, the significance value in the Shapiro – Wilk test is 0.141 > 0.05, it can be concluded that the residual value is normally distributed.

Linearity Test

Table 7. Linearity Test Results

Variable	Linearity	Conclusion
Purchase Decision (X)	0,000	Linear

Based on table 4.8 above, the linearity test results have a significance value of 0.000; because 0.000 < 0.05, it can be concluded that it meets the linearity test requirements for use in regression analysis.

Simple linear regression analysis

Tabel 8. Results of Simple Linear Regression Analysis

Independent variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Dependent variable
	B	Std. Error	Beta			
Constant	4,103	0.0722		5,682	0,000	Buying decision
Instagram(X) Social Media Promotion	1,293	0.032	0.970	39,805	0,000	

$$R^2 = 0,970$$

$$Adj R^2 = 0,941$$

$$n = 100$$

Based on table 8 above, the following regression equation is obtained:

$$Y = 4.103 + 1.293X$$

a = 4.103, meaning that if the Instagram social media promotion is constant or constant then the purchasing decision will be 4.103 units.

b = 1.293, meaning that if Instagram social media promotion increases one unit, it can be followed by an increase in purchasing decisions of 1.293 units.

Coefficient of Determination.

Coefficient determination is used to analyze the influence ability of the independent variable (X) on the rise and fall of the value of the dependent variable (Y). Based on table 8 above, the values obtained R^2 0.970 or 97%.

This means that 97% of Instagram's social media ability influences the ups and downs of purchasing decisions. Meanwhile, the remaining 3% is influenced by other factors not analyzed in this study.

t test

The t test is used to partially or individually test the independent variable against the dependent variable. Based on table 4.9 above, it shows a significant level of Instagram social media promotion (X) of 0.000 < 0.05, it can be concluded that the Instagram social media promotion variable has a significant and positive effect on purchasing decisions for Sa'dan Toraja weaving, North Toraja Regency.

DISCUSSION

This research aims to analyze and test the influence of promotional use of Instagram social media on purchasing decisions for woven fabrics. The number of respondents in this research was 100 people, data collection used in this research was using a questionnaire. Based on the hypothesis stated previously, promotion of social media use has a significant and positive effect on purchasing decisions. This is proven by the value The significance obtained is $0.000 < 0.05$. The results of this research are in line with the opinion of Manglod and Faulds (2009) who say that social media has become a tool to influence consumer behavior which includes awareness of obtaining information, openness, attitudes, buyer behavior such as purchasing decisions. Kotler and Armstrong (2015) say that the existence of sophisticated technology with internet networks makes it easier for direct interaction between business people and consumers. The results of the descriptive analysis obtained from the Instagram social media promotion variable (X) tend to agree with the average value obtained of 3.435 and a standard deviation of 1.451. For the purchasing decision variable (Y), descriptive analysis was obtained with an average value of 3.42 and a standard deviation of 1.32, which shows that the respondents tend to agree.

The promotional media used by Sa'dan weaving to promote its products is by utilizing the social media Instagram because Instagram can be a tool to inform or offer products with the aim of attracting potential consumers to buy or use a product or in other words, it can influence purchasing decisions.

CONCLUSION

Based on the research results and discussion of this research, it can be concluded as follows:

Social media promotion via Instagram used by woven fabric craft entrepreneurs can increase the sales volume of Toraja woven fabric according to the results of the t test regarding Instagram social media promotion having a positive and significant effect on

purchasing decisions for Sa'dan woven North Toraja Regency because the significant value is $0.00 < 0, 05$.

Sa'dan woven fabric craftsmen are more creative and innovative and can produce various types of more interesting products without reducing the authenticity of local culture. Sa'dan woven fabric craftsmen, to expand their marketing so that more and more people know about them both domestically and internationally, craftsmen must follow marketing developments through technological advances such as: Tik Tok, Facebook, Instagram and other applications.

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