

## **ABSTRACT**

### ***THE INFLUENCE OF CELEBRITY ENDORSEMENTS, TESTIMONIALS AND ADVERTISEMENTS ON SOCIAL MEDIA AGAINST INSTAGRAM INTEREST IN BUYING SCARLETT PRODUCTS***

*(Study on Student Consumers of Development Economics Department  
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*The objective of this research was to determine and analyze of celebrity endorsements, testimonials and advertisements on Instagram social media partially on the interest in buying Scarlett products and the effect of celebrity endorsements, testimonials and advertisements on Instagram social media together on the interest in buying Scarlett products on consumers. -2021 Faculty of Economics and Business, University of Siliwangi.*

*The research method used by the author is descriptive method, with data collection techniques using primary data through questionnaires. The sampling technique in this study is purposive sampling technique with a sample size of 61 students. The analysis used is multiple regression analysis.*

*The results show that there is a joint effect of celebrity endorsements, testimonials and advertisements on Instagram social media on consumer buying interest in Scarlett products.*

***Keywords: celebrity endorsement, testimonial, advertisement, instagram***