

ABSTRACT

Social media is one of the cause of internet growing that has many users these days. Social media is an online media which gives us the facilities to sharing information, photo, voice, and video to others. There are a lot of social media which have the same function, such as instagram which has a lot of active account users in it, especially the social media users. With its simple feature, instagram more likely used for online shopping and as a place to do some other promotions. Based on these reasons, this research was conducted to see the process of online transaction among one of the instagram account's products. This study used a qualitative approach through case studies by placing owner and consumers as the subject in this research. Owner and consumer was chosen as an informan because they were related so much in online transaction and well said they have more than enough informations for this case. This research study examinesthe selling of herb medicine in social media online, through analysis unit consisting online transaction, owner and consumer. Data was collected by observation and in-depth interviews with all the informants.

The results largely reflect that all of the informan said it was an effective thing to do such an online transaction with instagram's account, @schonlabs. It's not wasting their time, safety, and the transaction proccess is easy.

Keywords: *Online transaction, instagram, social media*