ABSTRACT

Appearance is an important factor for a collegian to show the identity of themselves, give impression that good as well as communicating something through clothes. Then from that, many of a collegian in bandung who follows the fashion trend and dressed fashionable good to campus and hangout, and also many of them having role model as a reference own style. Today, instagram is one of the media that can be used to find reference style or a fashion trend which up to date.

The purpose of this research is to indetify and examine the effect of activity on instagram against collegian attitudes in Bandung who use instagram (Study in instagram fashion blogger Sonia Eryka). This study involves an independent variable which is activity on instagram, and one dependent variable collegian attitudes of instagram users.

The primary data were collected through survey method with purposive sampling method using questionnaire given to 420 respondents. This type of research is causal and descriptive research with the research method of quantitative research methods to the 420 respondents coming from collegian instagram users who ever sees Sonia Eryka's instagram. While the data analysis techniques is a simple linear regression analysis. This study has a descriptive analysis of the results by 79% for variable activity on instagram, and 80% for the variable collegian attitudes of instagram users. So, the results of the study show that partially and simultaneous the activity on instagram has an effect to collegian attitudes of instagram users in Bandung in the amount of 19,3 % and the rest of 80,7 % is affected by other factors which are not examined in this research.

Keyword: Fashion, Fashion Blogger, Social Media, Instagram, Collegian Attitudes.