ABTRACT

Instagram is the top five in the world of social media. Instagram users always increase every year. But many users do not actively Instagram Instagram did not use because it may not have the interest to use Instagram. This study aims to analyze interest in the use of social media Instagram using the approach Technology Acceptance Model (TAM) The population in this study is Instagram users in Indonesia with a sample of 198 people Instagram users. The sampling technique used is purposive sampling because the sample is only aimed at people who use Instagram. The research method uses descriptive and explanatory research by using Path Analysis. From the research users feel the ease of use of social media Instagram, and users feel the benefits of social media Isntagram. From the ease and benefits perceived by the user, then the interest in using social media Instagram also memnghasilkan excellent response. In other words, the ease and benefits one of the factors in increasing interest in using social media Instagram. Suggestions author Instagram social media can improve and add features more varied so that more social interaction enhances Instagram users of social media. The authors also suggested that conducting research with more specific populations, such as population based background jobs, such as military force doctors, faculty and staff offices

Keywords: Instagram, Technology Acceptance Model, Social Media