

ABSTRACT

The research entitled "The image of the Kawasan Strategis Nasional (KSN) Cekungan Bandung through Instagram (Descriptive Study on #explorebandung User Hashtag). Reason took the title because he saw the use of the hashtag #explorebandung that has reached millions of photos with relation to the Bandung Basin (KSN) image itself. This study focused on the image of Bandung Basin (KSN) via a user perspective #explorebandung hashtag on Instagram. The purpose of this study was to describe the Bandung Basin (KSN) image from the user side hashtag #explorebandung, using a variety of informants, both the original Bandung residents or tourists visiting Bandung. The method used is a qualitative study with a descriptive approach using purposive sampling technique. The data used is primary data through in-depth interviews and observation. Data were analyzed using data analysis techniques Miles and Huberman's model. It can be concluded based on the results of this study indicate that the image KSN Bandung Basin viewed from the standpoint of users hashtag #explorebandung is good and positive. In addition, the form of the activities that performed by the user in relation #explorebandung hashtag and image Bandung Basin (KSN) is to attend the activities of Worldwide Instameet (WWIM) that held by Explorebandung community.