

## **ABSTRACT**

*Social media Instagram are generally used to upload photos and videos anything interesting, but with the Suku Badot community, social media instagram is used to preserve Gunung Hawu because often mined illegally. This study aims to determine how much influence social media followers instagram @sukubadot attitude towards the preservation of Gunung Hawu in Padalarang, in this case the information in question was pertinent of instagram information on instagram's Suku Badot community. The independent variable in this study is the social media instagram @sukubadot with the dependent variable is the attitude of instagram followers @sukubadot in the preservation of Gunung Hawu in Padalarang. This study used quantitative research methods. Data analysis technique used is normality test, simple regression analysis, hypothesis testing and coefficient of determination. The population in this study is @sukubadot instagram followers. Based on the results of studies using simple regression analysis, the value of  $b = 1.156$  where the value is positive, which means social media instagram @sukubadot have a positive influence on the attitude of instagram followers @sukubadot in preserving Gunung Hawu in Padalarang. Hypothesis tests,  $t$  count equal to 19.455 and  $t$  table is 1,986 so it can be concluded there is the influence of social media instagram @sukubadot towards followers in the preservation of Gunung Hawu in Padalarang. So The conclusion of this study, there is the influence of social media instagram @sukubadot on attitude of followers in the preservation of Gunung Hawu in Padalarang.*

**Keywords : Social Media Instagram, Computer Mediated Communication, Attitude**