

ABSTRACT

At this time the rapid technological developments, one of which is the Internet. The high number of Internet users resulted in the emergence of many social media with various applications one of which is used as a marketing tool. One of the social media that is currently being widely used and is used as a marketing tool is Instagram.

The purpose of this study was to determine how student opinion in the city of Bandung on the use Instagram as a marketing tool. Another objective of this study was to determine how the information, security, easy to use, enjoyment and quality of services that exist on Instagram if it is used as a marketing tool from the perspective of students in the city of Bandung.

This research uses descriptive analysis method with mendeskriptifkan results from the answers of 400 samples taken are spread by students in the city of Bandung. Respondents obtained through questionnaires that have been distributed through online media to several campuses in the city of Bandung that is Telkom University, Langlang Buana University, ITENAS, LP3I, Sangga Buana University, STIE Muhamadiyah, STKS, UPI, Pasundan University, Piksi Ganesha, Maranatha University, Parahyangan University, UNISBA, STT Tekstil, Padjajaran University, UNIKOM, Poltek Pos, UIN Gunungjati, Widyatama University, Politeknik Bandung dan University of Bandung Raya.

Results from this study is that the use Instagram as a marketing tool from the perspective of students in the city is good. Similarly, the variable Interactivity, Online Completeness, Ease of Use, Entertameni, dan Trust on Instagram as a marketing tool is also good. But Instagram still need to look back on the security variables in order to avoid fraud, fake accounts and spam.

Keywords: internet, social media, instagram, marketing tool