

ABSTRACT

Instagram Stories is one of the features provided by Instagram to make it is users easier and free to express themselves, which allows users to post or share photos or videos that will disappear after 24 hours. Instagram Stories have many interesting features. So, until now many people use Instagram Stories for certain purposes.

The purpose of this research is to determine the motives, interactions and also the meaning of the use of Instagram stories. This research is a qualitative research with Alfred Schutz phenomenology approach and using constructivist paradigm, using Moustakas phenomenology analysis cited in Creswell. While the technique of determining the informant using purposive sampling technique. In this research using key informants as many as 7 people and supporting informants as much as 2 people.

The result of this research is that behind the use of Instagram stories on Student in Bandung because of because motives (motif cause) that is the motive to get attention, curious motive, emotional impulse, and also the impulse of self existence. Then for in-order-motives (motif of purpose) that is the trend motif and completeness of features, motives needs, motives want to share information. Interaction is done by verbal and non verbal with the arrangement and content considerations before being distributed in Instagram Stories. While the meaning of the use of Instagram stories is can be used to share information, express feelings, self-existence and determine the action.

Keywords: Instagram stories, motives, interactions, meaning