

ABSTRACT

Perception arises from communication between communication between communicator and communicant as well as from information received then interpretation of information by communicant happened. Technology is growing, communicant easy to get information from various media, such as through social media. Social media Instagram into a medium that can be used to disseminate information, and arise Instagram's gossip account @lambe_turah that netizen attention to reach a lot of followers. This study was conducted with the aim to know the perception of netizens of Instagram's gossip account @lambe_turah. This research uses the perception theory of David Krech dan Richard S. Crutchfield, which has attention, functional factors, and structural factors in Instagram gossip account. This research use descriptive data analysis to know the result of perception. Respondents from this study are netizens who are Instagram's gossip account @lambe_turah followers.

Keywords: *Perceptions, Social Media, Gossip.*