

ABSTRACT

Instagram is a video and photo sharing an application that allows users to upload it, by listing information. In Indonesia, alone Instagram is the most used social media, as much as 33% in the use of Instagram. The use of Instagram is not determined by the genre, it can be used. There are so many in using this Instagram, besides that also women who wear hijab in using Instagram can see researchers from the hashtag that appears in the search feature. After being observed more than a few times veiled women/niqab in using Instagram. Women with their intention have negative public perceptions of women. The purpose of this study is to learn how to use women using Instagram. This study uses qualitative methods, constructivism paradigm, and snowball sampling. In collecting data, researchers used the method of observation and interviews with five key informants. The results of the research are: The results obtained from this study regarding young women with intention in using Instagram are: motivational information related to religion, motivation for personal identity in the field of religious identity, integration motives, and social use to find out about others (empathy social) in the end helps to carry out social roles and entertainment motives to fill in leisure time.

Keywords: Motivation, Niqabis, Young Women, Instagram