ABSTRACT

This study aims to find out and test the Influence of Social Media Usage on Instagram @rumahguguk towards Audience Responses. This study involves one independent variable and one dependent variable. The independent variable is the Use of So acccial Media (X) and the dependent variable is the Audience Response (Y).

Primary data was was collected through a survey method for 112 followers of Instagram account followers @rumahguguk using random sampling or convenience sampling. This type of research is casual and explanative research with a research method that is a quantitative method to 112 respondents who follow Instagram @rumahguguk. While the data analysus technique that I use is a simple regression analysi. This study has the results of a descriptive analysis of 68,55 for variables using social media and 70 for audience response variables.

Meanwhile, the results of the study indicate that there is an influence of the independent variables of Social Media Use (X) o the dependent variable Audience Response (Y) of 47,5 while the remaning 52,5 is influenced by other variable factors not examined in this study.

Keywods : Social Media, Instagram, Audience Response