

ABSTRACT

With the rapid development of technology, the communication process can be done anywhere and anytime. Inventions in the field of technology with the presence of smartphones and the internet make humans easy to interact with. Not just the communication process, the internet also provides humans to do various things, one of which is donating. It is undeniable, internet technology has become a necessity that cannot be avoided by humans until finally the name social media appears. One of the social media that is often used for socializing and doing business is Instagram. Kitabisa.com is an online fundraising company that aims to help and channel the funds that generated from its website, according to previous research entitled "Kitabisa.Com Organizational Communication Strategies in Improving Corporate Image" which has been researched by Salsabilla's brother Nurul Saputri, it is concluded that social media that is often used to promote its petitions is through Instagram, and we will see how Instagram can increase interest in do fundraising. In that case, researcher is interested in testing the results of the study by testing the variabel by using several communication theories. Such as New Media, Social media, Instagram, Consumer Behavior, Interest Behavior. This research was conducted with the knowing Instagram as a medium to increas interest in Fundraising. This research was conducted with the aim to find out Instagram as a medium to increase interest in fundraising. This research uses interest behavior theory according to Lucas and Britt. From the results of this research, there are 3 aspects in the behavior of interests including: Interest (interest) with an overall average value of 3.02 and has declared valid, Desire (desire) with an overall average value of 3.24 also has declared valid, and Confidence (conviction) with an overall average value of 3.26 also has declared valid.

Keywords: New Media, Social Media, Instagram, Consumer Behavior, Interest Behavior