

ABSTRACT

The development of social media itself will be a good opportunity for the development of various industries in Indonesia to serve people's needs such as entertainment, education, trading, looking for an information, etc. One of the most famous Instagram accounts among old Vespa lovers in Indonesia, which is in the spotlight as a media of information about Old Vespa and spareparts, namely @vespasoy. In addition to providing information about Old Vespa and spareparts, this account also sells Old Vespa accessories and spareparts too. This research discusses about how the use of Instagram social media as a media of information is carried out by @vespasoy's followers by looking at the formation of perceptions that occur according to. The purpose of this study was to find out how the use of Instagram social media as a medium of information about old Vespa spare parts on the @vespasoy Instagram account carried out by its followers by seeing changes in perceptions when viewing the @vespasoy Instagram account as a medium of information about old Vespa. The method used in this research is descriptive qualitative. Data collection techniques in this research using data primary by used interviews, observation and documentation with five informants. Meanwhile, secondary data collection techniques use literature study from books and online sources. The data validity technique of this research used source triangulation. The theory used in this research is media information and perceptions. From this research it can be concluded that the followers of the @vespasoy account use Instagram social media as a media of information by seeing the change in perception when viewing the @vespasoy Instagram account as an information medium around the old Vespa after getting information from the @vespasoy Instagram account.

Keywords: Instagram, Media Information, Perceptions.