

## ABSTRACT

Goods entrustment services are commonly known as jastip or can also be referred to as personal shopper. Supported by technological sophistication on social media, Jastip is now widely used by the wider community, including via Instagram. Amid the many online shopping options through e-commerce or through direct applications (in-app purchases), Indonesian people's awareness of Jastip itself is considered quite high. From these findings, researchers want to find out more about the reasons and consumer behavior of the jastip @nijuugo.japan account who use Instagram to shop online. This study uses a constructivist paradigm with qualitative methods and a phenomenological approach. The theory used is the Uses and Gratification Theory. Data collection was carried out by observation and semi-structured interviews with nine informants who had been consumers of Jastip accounts on Instagram. The results showed that the informants chose to shop using the jastip @nijuugo.japan account on Instagram because it was easier to use and accessible. Besides that, the features offered by Instagram and also the services from the @nijuugo.japan account itself are considered very helpful for consumers in shopping online. While the behavior that occurs in this case is the steps or considerations of consumers in using Instagram to choose a trusted and responsible jastip account. Through the jastip account @nijuugo.japan, informants found points that were taken into consideration when choosing a trusted account.

**Keywords: Jastip, Media Use, New Media, Phenomenology, Instagram**