

ABSTRACT

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**The Effect of The Intensity of Accessing Ootindo Instragram Account and
The Intensity of Interpersonal Communication with Peers towards the
OOTD Yogyakarta Instragram Followers' Outfits Imitating Behavior**

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This study is aimed at figuring out the effect of the intensity of accessing the ootindo Instagram account and the intensity of interpersonal communication with peers towards the OOTD Yogyakarta Instagram followers' outfits imitating behavior. This study was an explanatory quantitative research. The source used in this study was a questionnaire given to respondents who have the criteria of becoming followers of ootdyk Instragram account, as well as being active ootindo followers and Instagram users. The sampling used in this study was convenience sampling with 182 respondents. The data analysis in this study was using validity testing, reliability testing and multiple regressions. To ease the calculation result, therefore SPSS version 24 used as the calculating tool. The result in this research indicate that the intensity of accessing ootdindo Instagram account and the intensity of interpersonal communication with peers has a significant effect for about 0,816 or 81,6% on the OOTD Yogyakarta Instagram followers' outfits imitating behavior.

Keywords: Instagram, Intensity, Interpersonal Communication, Imitating Behavior