

ABSTRACT

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THE INTENSITY INFLUENCES ACCESSING OF THE INSTAGRAM ACCOUNT @WARDAHBEAUTY TO INTEREST IN BUYING PRODUCTS

Thesis Year: 2019 + 87 Pages + 60 Appendices

References: 23 Books + 10 Journals + 11 Internet

The utilization of media is one of the phenomena that dominates human civilization at this time. Social networking is the most widely used media by modern society. The development of social networks that can attract users to participate by providing information and can share information in a fast and unlimited time, moreover it becomes an attraction to use and access accounts that exist on a social network. One of the most developing social networks at the moment is Instagram. The appearance of Instagram triggered the emergence of various interesting accounts to follow, one of which was a beauty product account. This study focuses on the effect of the intensity of accessing the @wardahbeauty Instagram account on buying interest with the object of research being the followers of the account.

This study is to find out the effect of accessing the @wardahbeauty Instagram account for product buying interest in followers of the @wardahbeauty Instagram account. The sample in this study amounted to 400 respondents obtained from the results of calculations using the Slovin formula. From the results of the research R^2 (R Square) of 0.818 or 81.8%. This shows that 81% can explain buying interest and the remaining 18.8% is approved by the independent variable. The calculated F value is 12,053 with a p value of 0.001. Because the results show significant because the value of pvalue (0.001) <0.05. Instagram proves that it supports interest in buying products.

Keywords: intensity, instagram, buying interest.