

## ABSTRACT

**DITA RIZKY ANGGRAINI. 11817787**

***The Impact Of @ngertisaham Instagram Account And Information Quality  
On The Interest Of Stock Investment In The Midst Of The COVID-19  
Pandemic***

***Keywords: Social Media, Instagram, Information Quality, Interests, Stock  
Investment***

***(xi+114+appendices)***

*Instagram is one of the social media that is currently widely used as a means of communication, besides that it can be used as a learning tool. The @ngertisaham account is an educational account regarding stock investment in the capital market. As an educational account, of course, quality information is needed from uploads shared by communicators (instagram users) so that the information shared or needed is in accordance with actual and accurate facts. So that it can be useful and bring about changes to the communicant (message recipient). The purpose of this study is to find out how much influence the post content and the quality of the information presented by the @ngertisaham account have on the interest in investing in shares of their followers. The theory in this research is Uses and Gratification Theory. The choice of this theory is because the uses and gratification theory assumes that the audience (in this study called the respondents or followers of the @ngertisaham account) can also play an active and selective role in using and choosing media according to their needs. This study uses a quantitative method and in taking the sample using a purposive sampling technique. Purposive sampling technique is a technique used to take respondents with criteria that have been previously determined by the researcher, and the respondents or samples in this study were followers of the @ngertisaham account as many as 400 respondents or followers. The results of this study indicate that the Indonesian people who use Instagram who are also followers of the @ngertisaham account agree that the Instagram account @ngertisaham (Variable X) has a positive and significant effect on the investment interest of followers/followers. @ngertisaham account has a positive and significant effect on investment interest. This can also be seen in the adjusted R square value in this study of 57.6% and the rest is influenced by other variables that were not tested in this study.*

*Bibliography (1988-2020)*