

ABSTRACT

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Analysis Of Followers Perception Of @Depok24jam Account As Information Media Of Depok City.

Keywords: Perception, Followers, @depok24jam Account, Instagram, Information.

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Instagram social media is currently the most widely used media as a source of information, in addition to Instagram is a simple media, but Instagram can also be accessed anywhere and anytime, information conveyed through this media is also quickly conveyed and presents visuals such as photos and videos that attract its users. This study aims to discuss more deeply about the Analysis of Followers' Perceptions of @depok24jam Account as an Information Media for Depok City. The theory used in this study is the Information Processing Theory which explains that a person obtains a number of information which will be cognitively processed by his followers so as to produce perception. In this research process, researchers use qualitative methods with a descriptive approach. Data collection techniques carried out in this study are literature study, internet search, observation, interviews, and documentation. The results of this study show that the perception generated by followers of @depok24jam account is a positive perception because the information submitted by the account @depok24jam processed by its followers and is considered effective as a medium of information.

Bibliography (2002-2022)