

## **ABSTRACT**

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*"INFLUENCE OF INSTAGRAM INTENSITY USING STUDENTS 'EXISTENCE OF GUNADARMA FACULTY OF 2015 COMMUNICATION SCIENCE"*

*Keywords: Intensity of Use, Social Media, Instagram, Self Existence.*

*(xii+74+14)*

*This research is entitled "The Effect of the Intensity of the Use of Social Media on the Self Existence of Gunadarma Students of the 2015 Faculty of Communication Sciences". This study aims to find out the Existence of Self students of Instagram social media users (Studies in Faculty of Communication Students at Gunadarma University). The theory that becomes a deep supporter this research includes New Media (New Media), and Self Disclosure Theory. This research uses quantitative methods, which aims to calculate the relationship between the intensity of Instagram social media usage on the existence of Gunadarma students. Population in research this numbered 317 people using the Slovin formula so obtained a sample of 177 people. Data analysis techniques using regression analysis, classical assumption test consisting of tests of normality, heteroscedasticity, and. After that simple linear regression analysis, and t test were carried out. Data collection techniques used questionnaires, using the Statistical Package for the Social Sciences (SPSS) application 22.00. From the results of this study is the intensity of the use of social media Instagram in Gunadarma students belonging to the category of intense use (often) in using Instagram. While the existence of students in using Instagram is affected by their surroundings, especially the influence of friends which makes respondents interested in using Instagram. So it can be concluded that the intensity of Instagram social media use has a significant effect on the existence of the 2015 Gunadarma Faculty of Communication Faculty students.*

*Bibliography (2001-2015)*