

Abstrack

In this research aims to find out how much influence from the video Instagram One Minute Booster @pemudahijrah to followers account Instagram @pemudahijrah. The sample used in this research is 100 people. In this research, the researcher uses purposive sampling technique. Where only followers from Instagram account @pemudahijrah course that can be a research respondent.

This research used quantitative method by using descriptive approach. The results of the research indicate that Instagram One Minute Booster @pemudahijrah video has a moderate influence on religious behavior of Instagram @pemudahijrah. The equation is $Y = 19.206 + 0.333X$. After doing the process of data processing yield value (r) equal to 0.454 indicates a moderate relationship. The contribution of video influence Instagram One Minute Booster @pemudahijrah to the behavior of diversity of 32.6% and the rest of 67.4% influenced by variables that are not examined. In testing the hypothesis obtained that the video Instagram One Minute Booster @pemudahijrah can affect the religious behavior of followers @pemudahijrah.

Keywords: Instagram Video, One Minute Booster, @pemudahijrah, Religious Behavior, Social Media.