

ABSTRACT

The development of the Internet increasingly felt the benefits by most people both in the field of education, health, entertainment, business information and communication resources without limits and time. The growing condition of world internet usage is no exception experienced by Indonesia. Based on research from the Association of Internet Providers Indonesia (APJII) in 2014 there are as many as 88.1 million Internet users in Indonesia but by the end of 2017 internet users in Indonesia amounted to 142.26 million people. Releasing the survey result of internet user profile Indonesia internet usage of lifestyle field of social media usage reach 87,13% more than others like music download 71,10% then news entertainment as much as 58,01%. But now there are still many people or users of social media who still do not understand or not ready to use social media. The purpose of this study is to determine the readiness of social media users Instagram in utilizing promotional services on Instagram J & T Express. This research uses quantitative method. Data collection techniques using questionnaires distributed to J & T Express followers, as many as 100 respondents. The results showed Truthworthness (TW) to Intention to Use (IU) of 0.532. This shows the greatest influence that the company if it wants to continue to keep the level of desire of social media users, especially users Instagram J & T Express in communicating and continue to use Instagram J & T Express in communicating should also maintain consumer confidence and in conclusion that the influence of each variable is in the range of 68% 84% of these are in good category, therefore J & T Express Instagram users are ready to take advantage of promotional services on Instagram J & T Express.

Keywords: Instagram, social media, internet, followers