

## **ABSTRACT**

*Since crossing the entire era of the industrial revolution 4.0, technological developments has greatly influenced several aspects, especially in the information and communication aspect that can disseminate information in the world and greatly affect changes in today is life, namely internet. One of that phenomena of internet-based information technology is the creation of social media. Social media is a media or online-based tool that can bring closer relationships between users in social interactions. Social media users can interact, communicate, and share other online social activities. The purpose of this research is to investigate whether if the effect of the Instagram use intensity (X) against the communication behaviour (Y). This research uses quantitative methods with descriptive research type, simple linier regression test, partial hypothesis test (t test) and coefficient of determination. The sampling technique in this research uses is non probability sampling with slovin formula with a total of 400 respondents. The results showed that there was a significant effect between the intensity of Instagram on the communication behaviour. The results of t count (12.224) > t table (1.965) and the coefficient of determination shows that the effect of the Instagram intensity use on the communication behaviour is equal to 85.74% while the remaining 14.26% is explained by other variables not examined in this research.*

*Keyword: Intensity, Instagram, Communication Behaviour*