

ABSTRACT

This research aims to look at the use of the Pandawara Group Instagram social media (@pandawaragroup) as a communication medium for the Ajaraksa work program for SMPN 13 Bandung students. There are two views held by Pierre Levy, namely the view of social interaction and social integration. This research was conducted using a qualitative approach method where there were subjects as informants, namely four key informants, one supporting informant, and one expert informant. The data collection method will be in the form of interviews with informants in the form of subjects, observations, and also followed by documentation in interview activities and also observations. The validity of the data depends on the source triangulation technique. The research results show that the view of social interaction using social media Instagram @pandawaragroup is quite effective but can add information from uploaded videos. Meanwhile, from a social integration perspective, the use of Instagram social media is quite effective.

Keywords: Pandawara Group, Ajaraksa, Instagram, Social Interaction, Social Integration