

ABSTRACT

The phenomenon that emerged regarding local brands that are currently in demand by the public led to a movement with the hashtag #LocalPride on social media. This marks the beginning of the rise of local products in Indonesia. Local brands are currently prioritizing the use of social media, especially Instagram, in conducting business activities in order to grow bigger. Instagram social media is a digital media or new media used to provide information and communicate in two directions with other Instagram social media users. On the Instagram there are features that can be used to assist in making communication that occurs to be more efficient, including: caption, hashtag, mention, comment, like insta story and story highlight. The purpose of this study was to determine the magnitude of the influence of Instagram social media @aerostreet on brand perception. The method used in this research is descriptive quantitative with data analysis techniques used in this study are correlation coefficient test, determination coefficient test and simple linear regression analysis. The correlation coefficient test result is 0,700 so it can be concluded that the Instagram social media variabel and the brand perception variabel have a strong relationship. In addition, it was found that the amount of influence of the Instagram @aerostreet social media variabel on brand perception was 48,9%, while 51,1% was influenced by other variabels not discussed in this study. Simple linear regression analysis gives the result that every one unit increase in the Instagram @aerostreet social media variabel will have an effect on an increase of 0,603 on the brand perception variabel. It is proven in this study that the brand perception generated by Instagram @aerostreet social media has a strong relationship and has a positive and significant influence.

Keywords : Social Media, Instagram Features Aerostreet, Brand Perception