

Abstract

The study, entitled 'THE USES OF INSTAGRAM AS INFORMATIVE MEDIA FOR CULINARY TOUR (Ethnographic Virtual Studies on @Kulinerbandung Followers)' have a purpose to ascertain the uses of instagram account @Kulinerbandung by his followers in making these accounts as culinary information based on the response of cognitive, affective and behavioral according Steven M.chaffee. This study, use a qualitative approach with methods that do are virtual ethnography. The focus of this study is to see how the results or changes in response to cognitive, affective and behavioral in the uses of instagram account @Kulinerbandung by his followers. The data collected by using the offline and online interviews in depth, observation and documentation. Results of this study was the change in cognitive responses that followers get information and benefits of @Kulinerbandung account. After getting the information and benefits, followers are also experiencing affective responses are the change in emotions or feelings after viewing messages of @Kulinerbandung account, after feeling affective responses, there are appear a behavioral response that is the act of a culinary tour, and provide information back after seeing the posts of @Kulinerbandung account.

Keywords :Instagram, Information Media, Respond