PENGARUH FOTO DI *INSTAGRAM DREAMBIRDS ARTWEAR* DALAM MEMBENTUK *TOP OF MIND* (Survei pada *Followers Instagram* @Dreambirdsartwear)

Nurannisa Fajrin

Abstrak

Latar Belakang *Dreambirds Artwear* memanfaatkan media sosial *instagram* dalam mempromosikan produk kepada konsumen. *Dreambirds Artwear* menampilkan foto yang di *posting* dan di *share* kepada *followers instagram* @Dreambirdsartwear yang dapat membentuk *top of mind followers.* **Tujuan** untuk mengetahui untuk mengetahui besarnya pengaruh foto di *instagram Dreambirds Artwear* dalam membentuk *top of mind.* **Tinjauan Pustaka** Komunikasi, Komunikasi Massa, Periklanan, Pengaruh, Media Sosial, Foto, *Instagram, Brand Awareness*, *Top of mind.* **Metodologi Penelitian** yang digunakan adalah pendekatan penelitian kuantitatif, jenis penelitian eksplanatif, metode penelitian survei, populasi sebanyak 228.000 dan sampel sebanyak 100. **Hasil Penelitian** uji korelasi, nilai r sebesar 0.588 terdapat hubungan positif yang sedang. Variabel X yaitu foto dengan Variabel Y yaitu *top of mind* sebesar 45%.Uji t hitung sebesar 8.952 > t tabel 1.980 artinya ha diterima dan ho ditolak. **Saran** foto-foto yang di *posting* ke *instagram* harus sangat diperhatikan karena hal tersebut mempengaruhi perhatian *followers* dalam membentuk pemikirannya terhadap *brand Dreambirds Artwear.*

Kata Kunci : Media Foto, *Dreambirds Artwear, Top of Mind*

INFLUENCE PHOTOS ON INSTAGRAM DREAMBIRDS ARTWEAR IN FORMING THE TOP OF MIND
(survey on Instagram @Dreambirdsartwear Followers)

Nurannisa Fajrin

Abstract

Background of this research is Dreambirds Artwear Instagram leverage social media in promoting products to consumers. Dreambirds Artwear posting photos and sharing to @Dreambirsartwear instagram followers can form top of mind followers. Purpose of this research is to determine the influence of the photos on instagram Dreambirds Artwear in forming a top of mind. Literature Communication, Mass Communication, Advertising, Influence, Social Media, Photo, Instagram, Brand Awareness, Top of Mind. Research methodology the research approach is used, the type of quantitative research eksplanatif, research methods, survey population for 228.000 and took 100 research sample. Research result correlation, r value of 0.588 there is a positive value. The variable X namely the utilization of media photos and variabel Y is top of mind of 45%. The test count of 8.952 > t tables 1.980 means ha accepted and ho rejected. Advice photos on instagram posted must be attention because it affects attention instagram followers in shiping his thinking toward brand Dreambirds Artwear.

Keywords: Media Photos, Dreambirds Artwear, Top of Mind