**ABSTRACT**

**This study, entitled “Phenomena palace compound CLIFFS TOURIST ATTRACTION THROUGH SOCIAL MEDIA Instagram”. The objective of this study was to determine how the trend of a photo via social media hits instagram on Pasundan University Students.**

**The method used is a qualitative research method. Data was collected through library research, field studies, participant observation, and interviews with 10 informants. Data analysis techniques in this study was done by using data reduction, data presentation and conclusion drawing or verification.**

**Based on the research results showed that the behavior of photo enthusiasts where hits are always using the media instagram in every activity, as well as upload photos of the place hits always directly uploaded, it does show that users instagram want to show the existence itself by downloading a photo of the place hits is being discussed now and then uploaded. This trend is also a benchmark lifestyle of the fans as well, seen from photos of places that are hits and then uploads and devoted to take the time and budget to go to the place being busy discussed.**

**Things that wants researchers recommend as an input is should the fans photographs where hits can be more effective in channeling hobby, it means uploading photos of the hits that should not only be a showcase and narcissistic, but rather it is informative, especially in instagram social media. Devoted to the Pasundan University students should, event for mengeksiskan yourself and show yourself to the audience, to further highlight the achievements, compared to the always follow the trend buming currently not significantly.**