***ABSTRACT***

***This research entitled” The Function Of Social Media Interest Booting Tourist Instagram Farm House”.The purpose of this research is to find out how social mediafunction in increasing tourist instagram farm house lembang reviewed indicators of social media instagram hashtags,locations,comments,like,and indicators od interest tourist attention,interest,desire.***

***This research based on the theory of the uses and gratifications theory emphasizes the listener,reader,audience,including travelers choose and use various media options as with any social media instagram and for their satisfaction.an overview of the theory of media related to active and attentive audience when media content of functions like instagram inform about interesting sights and they believeto be a value added or something valuable, this quesnt is to be able to increase the interest of tourist.***

 ***The research method used is descriptive method,where this method is a study that describes a characteristic of the object under study as individuals, the status of of human groups,an object,a condition and is a form of descriptive analysis of the relationship, do not test the hypothesis or make predictions.The sampling technique used in this study using accidental sampling ,which are included into the sample approaches the non probabity sample.Then the researchers determine and limit the population sample that is drawn then the number of 100 sampel.***

 ***Based on result of the study it can be concluded that social media has an important function instagram in increasing interest in the tourist farm house lembang.where social media succed in conveying information to the audience about the sights of farm house easily, so travelers feel interested,most of them to come and visit the place.but there are still somethings that become barriers so that the function of social media interest in boosting tourist instagram distracted and less effective.***

 ***The advice of researchers who would like to recommended as input to correct the deficiencies that occur in social media instagram.reproduce the existing facilities at the farm house, for social media users to work with in instagramcarefully.***