***ABSTRACT***

***Tittle of this research is “Phenomenon Using Instagram Of Bandung Mayor”. The purpose of this research is to know how instagram of Bandung mayor becomes event followers need informations around Bandung among students FISIPUNPAS generation 2012.***

***The research method that use is qualitative research. Data collection technique done by literature studies, observation, interview with 10 informants, and interpretation. Data analytical technique in this research done with conclusions of a text.***

***Based on the research results showed that the meaning of the mayor of Bandung in using instagram intended for his own personal self, are increasing in popularity as a good mayor in the city, and in the eyes of the world as well as useful to inform project what will be, has been, and realized. Motif use Instagram mayor of Bandung as a tool or medium to be closer to its citizens via instagram or called also keep in touch, the need for information about the city of Bandung, information about new places and activities that will be in Bandung. Moreover not only share pictures of activities related to its performance but also personal photos that seemed to want to show the existence or referred to imaging. The behavior of the mayor of Bandung in using instagram trying to get closer to its citizens with the attitude of humor, he often uses captions that actually aims to educate but interspersed with elements of farce to entertain the followersnya, with the lifestyle of contemporary, self-existence, and personal satisfaction will be uploaded photo a description or captions make him a positive image in the community, especially the citizens of Bandung.***

***Things is wishing researcher to recommend as component of input is shall in should be in references, examples and information needs for the positive. for everyday life and for the environment.***