**ABSTRACT**

**This study titled PERSEPSI MASYARAKAT PADA CEKER MIDUN DI MEDIA SOSIAL INSTAGRAM. Social Media is an online media, with users able to easily participate, share and create contents include blogs, social networks, wikis, forums and virtual worlds. Blogs, social networking and wiki is a form of social media that is most commonly used by people around the world.**

**Youth interests have their own world, such as cyber or online media can be accessed anywhere, so the infrastructure is very utilized in spreading the product.**

**This study aims to determine the sensation, attention, and interpretation in order to know the perception of teenagers on social media instagram that until now the center of attention, especially teenagers or society.**

**The method that the researchers used in this research is by using qualitative research methods for the qualitative methods researchers can obtain the data by using interview and direct observation so that data can complement this research. and produces descriptive data in the form of words written or spoken of people and behaviors that can be observed.**

**The results obtained from this study is the perception or experience of objects teenagers or people on social media instagram with the response of young people or community is the enthusiasm with their social media instagram this, and they feel interested in social media instagram ceker Midun and uniqueness, we know that Bandung is a city with many culinary gave birth to a lot of very interesting and famous so natural that when the town has a myriad of innovations that make every corner of the city of Bandung has meaning and significance of its own. journalistic message to raise the attention of consumers in order to view the products offered in the ad.**