***ABSTRACT***

***The title of the research is THE PERCEPTION OF FISIP UNPAS STUDENTS TO HOAX NEWS ON INSTAGRAM. The more technology develops, the easier and cheaper we get information, even its distribution. Teenager, especially Fisip students can access many kinds of social media, such as instagram, which contains information in a very interesting packaging.***

***The research is to know sensation, attention, and interpretation, so that the writer can recognize the perception of fisip unpas students to hoax news on instagram which becomes a special focus and very popular among students.***

***The writer uses qualitative research method, with the perception theory of Deddy Mulyana, because by using the method the writer can get data by an interview technique and direct observation. So the data can complete this research. It also produces descriptive data, like the written and spoken words from many people and observable behaviour.***

***The result of this research is a perception or experience of the object as Fisip students on Hoax News of instagram with the reality that the hoax news is disturbing a lot to the students' activities, who daily uses social media as their academic need references. The hoax news is like a cancer, which slowly mushrooms and becomes very dangerous. Therefore, the students must be more careful in selecting any news come on social media, especially instagram.***