

ABSTRAK

Penggunaan media sosial instagram saat ini semakin pesat salah satunya pada bidang bisnis. Pelaku bisnis memanfaatkan *platform* Instagram sebagai media promosi. Banyumas Thrift Market merupakan komunitas para pelaku bisnis yang menggunakan media sosial dalam bisnis mereka. Akan tetapi dalam proses pemanfaatan Instagram kerap terjadi pemblokiran akun Instagram karena pelanggaran hak cipta dalam musik yang digunakan. Tujuan Penelitian ini untuk mengetahui pengaruh *perceived usefulness*, *perceived ease of use*, dan *perceived trust* terhadap penggunaan media sosial Instagram pada pelaku bisnis di Banyumas Thrift Market. Model penelitian menggunakan pendekatan kuantitatif dengan menerapkan variabel *perceived usefulness*, *perceived ease of use*, *perceived trust*, *intention to use* dan *actual use*. Penelitian ini juga menggunakan pendekatan asosiatif, dimana bertujuan untuk mengidentifikasi hubungan, pola, atau pengaruh antara dua variabel atau lebih. Hasil penelitian ini menunjukkan bahwa variabel *perceived usefulness*, minat Penggunaan memiliki pengaruh signifikan terhadap *actual usage*, sedangkan variabel *perceived ease of use* dan *perceived trust* tidak memiliki pengaruh terhadap *actual usage*. Minat penggunaan Instagram juga dipengaruhi oleh *perceived usefulness*, *perceived ease of use*, dan *perceived trust*. Kemudahan penggunaan Instagram dapat ditingkatkan antara lain dengan cara mewujudkan sebuah sistem yang mudah untuk dipelajari dan digunakan oleh pengguna sebagai media bisnis dalam pengelolaan akun atau fitur pengenalan produk.

Kata Kunci: Bisnis, Instagram, *Perceived Usefulness*, *Perceived Ease of Use*, *Perceived Trust*, Minat Penggunaan

ABSTRACT

The use of Instagram social media is currently increasing rapidly, one of which is in the business sector. Business people use the Instagram platform as a promotional medium. Banyumas Thrift Market is a community of business people who use social media in their business. However, in the process of using Instagram, Instagram accounts are often blocked due to copyright violations in the music used. The aim of this research is to determine the influence of perceived usefulness, perceived ease of use, and perceived trust on the use of Instagram social media on business people at Thrift Market Banyumas. The research model uses a quantitative approach by applying variables of perceived usefulness, perceived ease of use, perceived trust, intention to use and actual use. This research also uses an associative approach, which aims to identify relationships, patterns or influences between two or more variables. The results of this research indicate that the variable perceived usability, intention to use has a significant influence on actual use, while the variables perceived ease of use and perceived trust have no influence on actual use. Interest in using Instagram is also influenced by perceived usefulness, perceived ease of use, and perceived trust. The ease of use of Instagram can be improved, among other things, by creating a system that is easy for users to learn and use as a business medium for managing accounts or product introduction features.

Keywords: Business, Instagram, Perceived Usefulness, Perceived Ease of Use, Perceived Trust, Intention to Use