

## ABSTRACT

The research background of increasing visitors Kebun Buah Mangunan is drastically caused by people often upload photos and videos on Instagram. Social media Instagram since 2015 breaks the 400 million users worldwide, the majority of its users are owned by Indonesia. Audio-visual feature on Instagram that make audiences more interested in using Instagram. The selected object is a video Instagram account @arbisaputro and @wonderfuljogja. This research also aimed to determine the audience reception at the video on Instagram to the charms of the Kebun Buah Mangunan. The method used is the analysis of reception (reception) with a qualitative approach. Data collection techniques done is through observation by observing technical messages and video shooting at @wonderfuljogja and @arbisaputro, as well as in-depth interviews with six speakers. The sixth speaker is Lutfafi Indra Sanjaya, Hafida Eka Septiana, Dwi Jaya Sakti, Rizkawati Mustian, Intan Puspita Dhewi and Devy Andika Puspitasary. Research results are not all informants know the full message conveyed by both the video. Implicitly, the two videos that would like to invite the public to visit Kebun Buah Mangunan, but in their meaning informants only understands limited to convey its beauty alone. A taste of the attraction appears on three of the six informants. The resulting interpretation of the sixth informants also have differences with each other. The difference is of course influenced by the background of age, hobbies and job informant.

Keyword: reception analysis, Instagram, audience