

ABSTRAK

PENGARUH INSTAGRAM TERHADAP KEPUTUSAN MENDAFTAR DI UNIVERSITAS TEKNOKRAT INDONESIA

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Penelitian ini bertujuan untuk menganalisis pengaruh Instagram terhadap keputusan mendaftar di Universitas Teknokrat Indonesia dengan minat mendaftar sebagai variabel *intervening*. Variabel Instagram diukur menggunakan konsep 4C yang terdiri atas *Context*, *Communication*, *Collaboration*, dan *Connection*. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM). Data diperoleh melalui penyebaran kuesioner kepada mahasiswa Universitas Teknokrat Indonesia yang mengikuti akun Instagram @pmbteknokrat dan pernah memperoleh informasi mengenai universitas melalui Instagram sebelum mendaftar. Hasil penelitian menunjukkan bahwa *Context*, *Collaboration*, dan *Connection* berpengaruh signifikan terhadap minat mendaftar, sedangkan *Communication* tidak berpengaruh signifikan. Selain itu, *Context*, *Communication*, *Collaboration*, dan *Connection* tidak berpengaruh signifikan secara langsung terhadap keputusan mendaftar. Sebaliknya, minat mendaftar berpengaruh signifikan terhadap keputusan mendaftar. Minat mendaftar juga terbukti memediasi pengaruh *Collaboration* dan *Connection* terhadap keputusan mendaftar, tetapi tidak memediasi pengaruh *Context* dan *Communication*. Penelitian ini menyimpulkan bahwa Instagram lebih berperan dalam membentuk minat calon mahasiswa dibandingkan memengaruhi keputusan mendaftar secara langsung. Temuan ini berkontribusi pada pengembangan kajian komunikasi pemasaran digital di pendidikan tinggi, khususnya pemanfaatan Instagram sebagai media promosi.

Kata kunci: *Collaboration*, *Communication*, *Connection*, *Context*, Instagram, keputusan mendaftar, minat.

ABSTRACT**THE INFLUENCE OF INSTAGRAM ON ENROLLMENT DECISIONS
AT UNIVERSITAS TEKNOKRAT INDONESIA****By****ELYSA WAHYUNI**

This study aims to analyze the influence of Instagram on the decision to enroll at Universitas Teknokrat Indonesia, with enrollment interest serving as an *intervening* variable. The Instagram variable was measured using the 4C concept, consisting of Context, Communication, Collaboration, and Connection. This research employed a quantitative explanatory approach using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. Data were collected through questionnaires distributed to students of Universitas Teknokrat Indonesia who followed the Instagram account @pmbteknokrat and had obtained information about the university through Instagram before enrolling. The results indicate that Context, Collaboration, and Connection have a significant effect on enrollment interest, whereas Communication has no significant effect. Furthermore, Context, Communication, Collaboration, and Connection do not have a significant direct effect on enrollment decisions. In contrast, enrollment interest significantly affects enrollment decisions. Enrollment interest was also found to mediate the effects of Collaboration and Connection on enrollment decisions, but it did not mediate the effects of Context and Communication. This study concludes that Instagram plays a greater role in shaping prospective students' enrollment interest than in directly influencing their enrollment decisions. These findings contribute to the development of digital marketing communication studies in higher education, particularly regarding the use of Instagram as a promotional medium.

Keywords: *Collaboration, Communication, Connection, Context, enrollment decision, Instagram, interest.*