

## ABSTRACT

***Tika Febianti (17103041), 2021 – ANALISIS PERBANDINGAN TINGKAT PENERIMAAN MEDIA SOSIAL OLEH PENGGUNA MENGGUNAKAN METODE TECHNOLOGY ACCEPTANCE MODEL (TAM)***

*Social media is referred to as a facilitator or online provider that can strengthen the relationship between users and social media. The existence of social media will make it easier for people to access whatever they want, and can make it easier to meet the needs of life. Based on an initial survey of social media users, the reasons they choose and use social media are for different reasons, one of the reasons for using social media is because it is easy to use and by using social media users can feel the benefits of using social media. With different reasons why a social media is chosen by its users, in this study it can be found again how much users like a social media used. The purpose of this study is to compare the social media WhatsApp, Instagram and Facebook, which one is more acceptable to users based on the perceived usability and ease of use parameters. In this study, we will analyze the comparison of the level of acceptance by users using the technology acceptance model (TAM) method using the Perceived Ease of Use and Perceived Usefulness variables. Collecting data in this study using a questionnaire via google form. The subjects of this study were WhatsApp, Instagram and Facebook social media users aged 16 to 25 years. From the analysis that has been carried out, the conclusion of this study is the comparison of social media acceptance of WhatsApp, Instagram and Facebook based on the variables Perceived Ease of Use and Perceived Usefulness, the highest score obtained is on WhatsApp social media with a mean value of 4.5 which falls into the very category. satisfied, because it is in the range of 4.2 – 5. The second is Instagram with a mean value of 4.4 which is included in the very satisfied category, because it is in the range of 4.2 – 5. The third is Facebook with a mean value of 3.8 who are in the satisfied category, because they are in the range of 3.4 – 4.1*

*Keywords: Comparison, Social Media, TAM*