

Search research [1] that social media networking became a popular business marketing strategy for most people. Following the fame of social media, Instagram join and become a trend since 2010 as well as a marketing tool that is quite profitable because there is interaction with consumers. Through instagram market players can share photos and videos with consumers and they can provide comments or even exchange information relating to marketed products. Even consumers can give a mark like, as feedback. [1] Irfan's research stated that there are many factors that confuse the company in mapping the target consumer behavior. This research seeks describes the factors that influence the behavior of consumer transactions in social media. The method used is qualitative which involves as many as 5 people with characters have often done shopping transactions through social media. Technique of data retrieval is done by observation and structured interview. The results showed there are three factors that influence consumer behavior in social media. the first cultural factors such as between the suitability of language between consumers with sellers, social factors such as testimonials, offers from friends, the way sellers describe the product. Second, personal factors such as ease of shopping. The three psychological factors such as discount, delivery time, and product packaging.