

ABSTRACT

This study analyzed the effect of Instagram post response (like and comment) to institutional ownership and trading consensus in companies listed on Indonesia Stock Exchange during 2021. The research data were obtained from the company's annual report through the Indonesia Stock Exchange (IDX), The Indonesia Central Securities Depository (KSEI), Yahoo Finance and web crawler application. The samples used in the study came from 744 companies with 248 data observations. The research data were processed and analyzed using SPSS version 25. The method used was Ordinary Least Square (OLS). The study results proved that an different result about social media instagram post would affect institutional ownership and trading consensus. That like on social media instagram have negative significant effect to institutional ownership and comment have positive significant effect to institutional ownership and trading consensus.

Keywords: *Comment, Institutional Ownership, Like, Social media, Trading Consensus*

