

## **ABSTRACT**

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***The Influence of Instagram Social Media Use Motives and Information Quality on @folkative Accounts on Meeting Followers' Information Needs.***

***Keywords: motive for use, social media, quality of information, fulfillment of information needs***

**( xiv + 111 + Attachment)**

*The presence of new media provides an alternative for people in finding and utilizing sources of information or news to meet their needs. One type of social media that can provide information is Instagram social media. @folkative Instagram account is here to present information about the events that are being discussed. Being a media that provides information, there are several things that must be considered, namely must meet the motives needed by the community and have good quality news so that the information needs of the audience are met. The purpose of this study is to determine the influence of motives for using Instagram social media and the quality of information on @folkative accounts on meeting the information needs of followers. This study used a quantitative approach using purposive sampling techniques. Respondents in this study amounted to 400 people. The theoretical approach used is the theory of Information Behavioral Seeking. The results in this study, the relationship between variables X1 (Motive for use), X2 (Information Quality) has a significant effect on Variable Y (Fulfillment of Information Needs) by 58% of the R Square value of 0.583. The results of the Test F found that the variable X1 (Motive for Use) on Y (Fulfillment of Information Needs) had a partial effect. From the results of the F Test, the results obtained between variables X1 (Motive for use) and X2 (Information Quality) on Y (Fulfillment of Information Needs) have a simultaneous effect. So it can be concluded that there is an influence on the motives for using Instagram social media and the quality of information on the @folkative account on fulfilling followers' information needs.*

***Bibliography (2005 – 2022)***