

ABSTRACT

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The Influence of Exposure and Motives for Using Instagram Media on Fulfilling Information Needs for @Tangsel.life Account Followers

Keywords : Media Exposure, Media Usage Motives, Fulfilling Information Needs, Social Media, Instagram

(xiii – 83 – Attachments)

This study aims to determine how much influence the exposure and motives for using Instagram media have on meeting the information needs of followers of the @tangsel.life account. This research method uses quantitative methods by distributing questionnaires to respondents. Respondents in this study were followers of the Instagram account @tangsel.life with the number of samples calculated using the Slovin formula as many as 400 respondents. The theory used in this research is Media Systems Dependency Theory, the assumption of this theory is that audiences depend on information from the mass media in order to meet their needs and achieve certain goals. The analysis in this study uses multiple linear regression analysis. Based on the results of hypothesis testing T and F, the results of the study show that the media exposure variable and the motive for using Instagram media have a positive effect on meeting the information needs of followers of the @tangsel.life account partially and simultaneously. Based on the results of the study, media exposure (X1) on the fulfillment of information needs (Y) was 25.4% and there was an influence between the motives for using media (X2) on the fulfillment of information needs (Y) of 42.9%. And simultaneously that media exposure (X1) and media usage motives (X2) together affect the fulfillment of information needs (Y) by 44.5% with a fairly strong correlation category while the remaining 55.5% is influenced by other factors outside this research.

Bibliography (2010 – 2021)