

## ABSTRACT

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***THE INFLUENCE OF EXPOSURE TO @BRODIBALO INSTAGRAM ACCOUNT ON FULFILLING FOLLOWERS FITNESS INFORMATION NEEDS***

*Keywords : Keywords: Instagram, Exposure, Information Needs, Fitness (xiv + + Appendix)*

*The purpose of this study was to determine the effect of exposure to the @brodibalo Instagram account on fulfilling the information needs of followers. This research method uses quantitative methods by conducting surveys distributing questionnaires to respondents. This research data analysis technique uses simple linear regression analysis. Respondents in this study were followers of the @brodibalo Instagram account with the total number of samples calculated using the Slovin formula obtained 100 respondents. The theory used in this research is the Uses and Gratification theory which has the assumption that media users play an active role in choosing and using which media is appropriate to meet their needs, in this case, information needs. Based on the results of this study, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that there is an effect of exposure to @brodibalo Instagram accounts on fulfilling information needs.*

*Translated with DeepL.com (free version)*

*Bibliography (1985 – 2025)*