

ABSTRACT

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The Effect of Instagram Use on The Fulfillment of Followers Information Needs on @fakta.indo

Key words : Instagram, @fakta.indo, fulfillment of information needs

(xiii + 83 + attachment)

The Instagram account @fact.indo is an Instagram account belonging to the Facts Group company. The fact is that Indo itself is a well-known online media platform in Indonesia which shares various information that is current or is currently viral in Indonesia from various regions. This research was conducted to determine the effect of using Instagram social media on meeting the information needs of followers on the @fact.indo account. The approach used in this research is quantitative and the paradigm used is a positivistic paradigm. The results of this study indicate that there is an effect of using Instagram social media on fulfilling the information needs of followers on the @fact.indo account by 68.1% while the remaining 31.9% is influenced by other variables not examined in this study.

Bibliography (2017-2023)