

## **ABSTRACT**

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***The Effect Of Using Instagram Social Media @Commuterline On Followers Information Needs***

*Keywords : Use Of Social Media, Communication, Information Needs.*

*(xviii + 117 + Appendices)*

*The use of social media Instagram today can be used as a place to spread news or information. Through Instagram, users can also get information that suits their needs because the content that appears on the Instagram timeline matches the Instagram account they follow. One of the accounts that utilizes Instagram social media to spread information is the Instagram account @commuterline. This @commuterline Instagram account aims to provide information related to Commuter Line. The purpose of this study was to determine how the influence of the use of social media Instagram @commuterline on meeting the information needs of followers. This study uses the uses and gratification theory. This study uses a quantitative method with a positivism paradigm and uses a questionnaire as a data collection instrument. The technique used to take the sample is purposive sampling and determined by the Slovin formula for a known population. The results showed that there was a significant effect between the use of Instagram @commuterline social media and the information needs of followers.*

*Bibliography (2010 – 2021)*