

ABSTRACT

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Influence of Media Exposure and Credibility on Meeting The Information Needs of Instagram Account Followers @nbainfo.id

Keywords: Instagram, Information Needs, Credibility, Media Exposure

(xiii+90+Appendices)

The use of Instagram or media is generally associated with the level of satisfaction obtained by users, both in using the media and in consuming the information contained in it. This study aims to analyze whether the influence of media exposure and credibility Instagram account @nbainfo.id in influencing the fulfillment of information on Instagram account followers @nbainfo.id. the purpose of this study is to analyze whether media exposure and credibility affect the fulfillment of information needs on Instagram account followers @nbainfo.id. The method used in this study is quantitative. The theory used in this study is the theory of uses and effects. Testing data in this study are validity test, reliability test, classical assumption test, multiple linear regression test, and hypothesis test. Researchers concluded from 6 statements on the media exposure variable (X1) is valid, because the value of R count on each statement variable X1 is greater than the value of R table 0.361. The results of this study indicate that the influence of Media exposure (X1) and credibility (X2) to meet the information needs of Instagram account Followers @nbainfo.id.

Bibliography (2003-2022)