ABSTRACT

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The Effect of Content and Information Quality on the @Idvolunteering Instagram Account on Fulfilling Information Needs Followers.

Keywords: Content, Idvounteering Instagram Account, Information Needs, Information Quality

Technological developments are experiencing very rapid enlightenment, especially in telecommunications and information. Social media is one of the tools and platform which is often used by individuals and groups in the process of exchanging information, for example Instagram. Instagram is currently no longer only used by individuals, but many communities also use it. Such as being used to spread content that contains information about volunteerism from the community, for example, the Instagram account @idvolunteering. Content uploaded by the Instagram account @idvolunteering is of high quality, so it is hoped that it will meet information needs followers. The purpose of this study was to find out how much influence the content and quality of information on the @idvolunteering Instagram account have on fulfilling information needs followers. This research method uses a quantitative method using a questionnaire as a data collection instrument. In this study, the respondents were followers from the Instagram account @idvolunteering with a total sample of 400 respondents. The theory used in this research is theory Uses and Effect. This theory explains the relationship between mass communication conveyed through the mass media as a means and has an effect on its users. Media users are trying to find which media can meet their needs, one of which is to meet the information needs related to the recruitment of volunteer members. The results of the study indicate that there is a significant influence between the content and quality of information on the @idvolunteering Instagram account on fulfilling information needs.

Bibliography (2001 – 2023)