

ABSTRACT

AGUNG NUGROHO 17824054

THE INFLUENCE OF MEDIA USE ON FOOTBALL INFORMATION NEEDS ON INSTGARAM @KEPOBALL ACCOUNT

Keywords: Influence Of Instagram Media Use And Fulfillment Of Information

Needs

(xi+73+Attachment)

In the use of media, there are many influences on users, especially users of Instagram social media accounts and in the Instagram media feature there are also photo and video posts. And users can also upload photos, videos, reels, Instagram stories, effects, locations, music, links, quizzes, hashtags and stickers contained in these media features. This research also aims to find out how much influence the need for information on football has on the @kepoball Instagram media account. The theory used in this research uses the (Uses And Graffitication) theory. The method used is a quantitative method through a survey using questionnaire distribution techniques to 100 sample respondents. This research produces statements that are valid and have good reliability. The results of this research were managed using SPSS. And from the research results, the influence of media use on information needs regarding football is strong and reliable. Variable data and hypotheses prove that each independent variable has an influence.

Bibliiograsy (2012-2022)