

ABSTRACT

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The Effect of Instagram Use on The Fulfillment of Followers Information Needs on @folkative

Key words : Instagram, @folkative, fulfillment of information needs

(xiii + 98 + attachment)

The @folkative Instagram account is an Instagram account belonging to the Folkative Group company. Folkative itself is a well-known online media platform in Indonesia that shares a variety of up-to-date information both from within the country and abroad. This study was conducted to determine the effect of using Instagram on meeting the information needs of followers on the @folkative account. This study uses the Uses and Gratification theory which explains media users who play an active role in choosing the desired media and users have chosen the @folkative Instagram account to meet their information needs. The approach used in this research is quantitative and the paradigm used is the positivistic paradigm. The results of this study indicate that there is an effect of using Instagram on meeting the information needs of followers on the @folkative account by 68.1% while the remaining 31.9% is influenced by other variables not examined in this study.

Bibliography (2004 – 2021)