

## ABSTRACT

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***The Influence of Media Exposure and Information Quality of the @giladiskonn Instagram account on Fulfilling Followers Information Needs.***

*Keywords: Instagram, Information Needs, Information Quality, Media Exposure.*

*(xiv+100+Attachment)*

*The rapid development of technology and communication, especially the use of internet technology that can provide opportunities to obtain information quickly, precisely and affordably. Instagram is one of the most popular social media used to share photos and videos. Instagram @giladiskonn is an account that creates content about the best deals such as discounts, vouchers and promotional codes from various brands. This study aims to determine how the influence of social media exposure to the @giladiskonn Instagram account and the quality of social information on Instagram @giladiskonn on fulfilling followers information needs. In this study using uses and gratification theory, a theory that explains media selection in audiences based on satisfaction, desires, needs, or motives. This research was conducted using quantitative methods using a questionnaire as a data collection instrument. The population in this study were followers of @giladiskonn with a sample size of 400 respondents. The sampling technique used purposive sampling technique and used the taro yamane formula. The results of this study indicate that the media exposure variable and the information quality variable have a significant influence on the fulfillment of followers information needs. So it can be concluded that there is a simultaneous relationship between the media exposure variable and the information quality variable on the fulfillment of information needs has a strong enough influence, which is 45.8%.*

*Bibliography (2004-2023)*