ABSTRACT

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THE EFFECT OF USING INSTAGRAM ACCOUNT INFORMATION @ABOUTTNG_OFFICIAL ON FULFILLING FOLLOWERS INFORMATION NEEDS.

Keyword: Social media, Instagram, Information needs

In Instagram is a new media that becomes a means for the community, especially teenagers, which is also one of the most effective social media in exchanging information with internet technology. On Instagram, the Instagram account @abouttng_official shares knowledge and information about Tangerang so that people can easily access and obtain information about Tangerang, especially information on loss reports. This research was conducted with the aim of knowing whether there is an effect of using Instagram account information @abouttng_official on the fulfillment of followers' information needs. The theory used in this study is the uses and gratification theory. Using a quantitative approach and positivism paradigm. The data collection technique used purposive sampling technique. Based on the results of the coefficient of determination test (R^2), the influence of the Instagram account @abouttng_official is 81.1% and is included in the category of very strong correlation. The Adjusted R square value of 65.4% means that the information needs of followers can be influenced by the Instagram account @abouttng_official with a very strong correlation category. So it can be concluded that there is an effect of using @abouttng_official Instagram account information on the fulfillment of followers' information needs. Suggestions of researchers are expected to improve self-quality by increasing the desire to seek information by reading both through newspapers and other print media, as well as being wiser in using media in meeting needs and seeking information.

(Bibliography 2008 – 2021)