

ABSTRACT

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The Influence of Media Exposure and Quality of Instagram Account Information @disnakerja on Fulfilling Followers Information Needs.

(xv + 93 + appendices)

This study aims to determine whether or not there is an influence of social media exposure to the Instagram @disnakerja account on meeting the information needs of followers. In a media, the message that is spread will have an impact on the intensity of the audience's condition. Exposure in this study is a condition where followers or followers are exposed to Instagram content and @disnakerja. In addition, the media needs to have good quality information on the information that is disseminated so that audiences can choose the media to be the basis of information to find out developments regarding information about job vacancies in meeting the information needs of followers. The theory used in this study is uses and gratification where audiences play an active role and have sufficient awareness in selecting and using media (uses) and assessing the content of media or information to obtain satisfaction (gratification) for audience needs. This study used a quantitative method using a questionnaire as a data collection instrument. The technique used was purposive sampling and was determined by the slovin formula for an unknown population with a total sample of 400 respondents. The results of the study show that there is a significant influence between media exposure and the quality of information on the @disnakerja Instagram account on meeting the information needs of followers.

Bibliography (2012-2023)