

ABSTRACT

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The Effect of Effectiveness of Communication Using the Instagram @Infokrw Social Media Account on Fulfilling the Information Needs of the Karawang Community.

Keywords : Effectiveness of Communication, New Media, Social Media, Instagram, Information Needs

(xiv + 116 + Appendices)

This study aims to determine the Effect of Effectiveness of Communication Using Instagram @infokrw Social Media Accounts on Fulfilling the Information Needs of the Karawang Community. This research method uses quantitative methods by conducting a survey distributing questionnaires to the respondents. Respondents in this study were Karawang people who became followers of the @infokrw Instagram account aged 18 to 24 years with the total number of samples calculated using the Slovin formula, namely 100 respondents. The theory used in this study is the uses and gratification theory. The results of the questionnaire data on 100 respondents showed that the effectiveness of communication using the Instagram social media account @infokrw had a strong enough influence on meeting the information needs of the Karawang community with a percentage of 44.2% so it can be concluded that there is an influence between the effectiveness of communication using Instagram social media accounts @infokrw by fulfilling the information needs of the people of Karawang. Based on the results of this study, it is related to the uses and gratification theory, according to the assumptions of this theory where media users are active in finding which media can be trusted to meet their needs, namely information needs. Where according to the results of this study, it shows that the people of Karawang choose the Instagram account @infokrw to find and get information about Karawang.

Bibliography:2003-2021