

ABSTRACT

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The effect of the use and visualization of the @mpl.id.official Instagram account on meeting the information needs of Followers

(keywords: Instagram, Information Needs, theory of uses and gratification)

(xv + 72 + 26)

This study aims to see the effect of the use and visualization of the Instagram account @mpl.id.official on meeting the information needs of Followers. Researchers apply quantitative approaches and survey methods as a methodological framework. The population that was the focus of the study included 6.1 million individuals, while the sample consisted of 100 respondents selected by purposive sampling method, based on slovin calculations. Data collection was done through questionnaires and data analysis was done using multiple linear regression test through SPSS software version 25.

The results of multiple linear regression analysis showed that there is a correlation between factors of media use (X1) and the need for information about the Indonesian MPL League (Y). The positive coefficient indicates that the more intensive the use of the media, the greater the information needs of followers. Furthermore, the visualization variable (X2) also has a positive impact on the information needs of followers. These findings indicate that the higher the level of visualization in the media, the more information needs also increase followers. Thus, it can be summarized that there is an influence on the use and visualization of the @mpl.id.official Instagram account on meeting the information needs of Followers.

Bibliography (2001 - 2023)