

ABSTRACT

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The Influence Of Using Instagram @Folkative Social Media On Fulfilling The Latest News Information Needs

Keyword: Social Media, Instagram, News Information
(xiii+80+attachment)

@folkative is an Instagram account that is based on information content about domestic and overseas and is packaged for millennials. the account helps the community in meeting their need for existing information. The author is interested knowing about the effect os using the @folkative Instagram account on the fulfilment of followers information. In this research, researchers used quantitative methods and S-O-R (Stimulus, Organism, Respon) which explains that media users are free to choose what media they want. Data collection in this study was carried out by distributing online questionnaires to 400 respondents. Based on the results of the study, the colleration coefficient was 0,877, which means that the relationship between the independent variabel and the dependent variabel is very strong, which means that the use of the @folkative Instagram account has a significant influence on meeting the information needs of its followers.

Bibliography: 2009-2022