

ABSTRACT

The Influence of Instagram Social Media Accounts @volix.media on Fulfilling Followers' Information Needs

Keywords: Effect of Instagram Social Media Accounts, Fulfillment of Information Needs

(xii + 78 + attachment)

This study aims to determine whether there is an influence of the Instagram @volix.media Social Media Account on Fulfilling Followers' Information Needs. This research method used is quantitative with a purposive sampling technique. The data collection technique was carried out using the questionnaire method and distributing the questionnaires via Google Forms. The research population is respondents who follow Instagram Social Media accounts @volix.media with 100 respondents from the results of calculations using Slovin. The theory used in this research is the Uses and Gratification theory. The results of this study are the influence of Instagram @volix.media Social Media Accounts on the Fulfillment of Information Needs. These results were obtained from the T-test, knowing that the results of $t_{count} > t_{table}$, namely $9,756 > 1,984$, and a significance level of $0.000 < 0.05$. It can be concluded that H_0 is rejected and H_a is accepted, which means that the Instagram @volix.media Social Media Account influences Fulfilling Followers' Information Needs. Suggestions for future researchers are advised to use other variables outside the variables that have been researched, to see other factors that affect the fulfillment of information needs.

Bibliography (2000 – 2022)