

ABSTRACT

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The Influence of Content and Source Credibility on Fulfilling the Information Needs of @ibuiramira Instagram Followers Regarding Education for College Learners

Keyword : Content, Source Credibility, Fulfilling the Information

(xiii +98 + Attachment)

Social media platforms can serve as important tools in supporting and maximizing educational learning, such as the @ibuiramira account, which uses Instagram to provide a variety of content to its followers. In searching for information, people tend to seek credible sources. The credibility of news influences the public's trust in media or news portals. This study aims to examine the influence of educational content related to college learning and source credibility on fulfilling the information needs of @ibuiramira instagram followers. The research employs a quantitative method with a positivistic paradigm, using a sample of 400 respondents, and is based on the theory of information-seeking behavior. The results indicate that the influence of education content (X1) and source credibility (X2) on fulfilling information needs (Y) is 50.3%.

Blibiography (2008 – 2024)