

ABSTRACT

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The Effect of Exposure to @cretivox Instagram Account Content on Fulfilling Followers' Information Needs.

Keywords: Information Needs, Content Exposure, Influence, Followers

(xii + 84 + Attachment)

The @cretivox Instagram account contains the latest information that is packaged creatively and guaranteed to be accurate. With interesting stories, feeds, or IGTV content. The @cretivox Instagram account aims to provide knowledge and information for readers in general. Therefore, the purpose of this study is to determine and analyze whether there is an effect of exposure to @cretivox Instagram account content on fulfilling the information needs of followers. The research method used is a quantitative method by conducting survey techniques distributing questionnaires to respondents. Respondents in this study were Instagram followers @cretivox with the total number of samples calculated using the Slovin formula obtained 100 respondents. The variables used in this study are content exposure and fulfilment of information needs using Uses and Gratification theory. The results of this study indicate that there is a positive and significant influence of 39.7% between the effect of exposure to the Instagram @cretivox account content on meeting the information needs of followers.

Bibliography (2013-2022)