

ABSTRACT

Anissa Mu'arifah. 10820102

The Influence of Social Media and Information Quality of the @pinterpolitik Instagram on Generation Z's Political Information Needs

Keywords: Generation Z, Information Needs, Information Quality, Influence, Politics, Social Media

(xii + 97 + attachments)

Pinterpolitik is a media that has a vision and mission to clarify political news in Indonesia. PinterPolitik presents content designed to provide sharp, assertive, and sometimes controversial criticism, with a delivery that is different from other media. This study aims to analyze the influence of social media (X1) and information quality (X2) of the @pinterpolitik Instagram account on the political information needs of generation Z. This research uses quantitative research methods and a positivistic paradigm. The theory used in this research is uses and gratification. The sampling technique used purposive sampling technique with a sample size of 400 respondents obtained from the results of calculations using the Taro Yamane formula. The results of this study indicate that social media and the quality of information on the @pinterpolitik Instagram account affect the political information needs of generation Z, amounting to 58.1% and the remaining 41.9% is influenced by other factors not examined in this study. This study also has the results of social media and information quality of the @pinterpolitik Instagram account together and can explain the need for political information.

Bibliography (2019-2024)