

## ***ABSTRACT***

**HARDI MELANDRI. 10821402**

**PENGARUH TERPAAN DAN KREDIBILITAS MEDIA AKUN  
INSTAGRAM @STORYRAKYAT\_ TERHADAP PEMENUHAN  
KEBUTUHAN INFORMASI TRENDING FOLLOWERS**

**Keywords :** *Exposure, Media Credibility, Instagram, Uses and Gratification, Information Needs Fulfillment, followers*

(xiv + 108 + Appendices)

*The purpose of this study was to determine how much influence the exposure and media credibility of the @storyrakyat\_ Instagram account has on fulfilling the information needs of Trending Followers. The research method used is quantitative method by conducting survey techniques distributing questionnaires to respondents. Technical data analysis in this study, using multiple linear regression analysis. Respondents in this study were active users of Instagram social media and followers or followers of the @storyrakyat\_ Instagram account with a total population of 100 known using the Slovien formula. The theories used in this research are Uses And Gratification theory and new media theory. The results of research on 100 respondents stated that 76.5% of information needs fulfillment was affected by media exposure and credibility, while the remaining 23.5% was influenced by other variables that were not included in this study. This shows that all indicators of exposure and credibility have a significant effect, but there are indicators that are less influential, namely from the exposure variable there is a duration indicator, on the media credibility variable there is a completeness indicator and on the information needs fulfillment variable there is a catching-up need approach indicator. Meanwhile, the most influential indicator on the variable of exposure is the attention indicator, on the media credibility variable is the believability indicator, and on the variable of fulfilling information needs is the catching-up need approach.*

*Bibliography (2005 - 2023)*