

ABSTRACT

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The Influence of Social Media on Instagram (@pinterpolitik) on Generation Z's Political Information Needs

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

(xi + 73 + Attachment)

Social media is one of a thousand ways to find information among Generation Z. The Instagram account @pinterpolitik is a journalistic medium that generation Z is looking for. The Instagram account @pinterpolitik aims to provide knowledge and insight to readers, especially in the political field. Therefore, the purpose of this study was to determine the effect of the Instagram account @pinterpolitik on the political information needs of generation Z. The research method used is a quantitative method by conducting a survey technique distributing questionnaires to respondents. The data analysis technique in this study used simple linear regression analysis. Respondents in this study were Instagram @pinterpolitik followers with a total sample size calculated using the Taro Yamane formula, 100 respondents. The variables used in this study are social media and information needs using the Uses and Gratification theory. The results of this study indicate that there is a positive and significant influence of social media, particularly Instagram (@pinterpolitik), on the political information needs of generation Z.

Bibliography (1989-2022)

