

## **ABSTRACT**

**GALIH DWI PRAYOGA 10821305**

***Followers' Perceptions of Job Vacancies Information on the Jobstreet Indonesia Instagram Account***

*Keywords: Followers' Perception, Job Vacancies Information, Jobstreet Indonesia*

*(xiii+58+ attachment)*

*The aim of this research is to determine the response of @jobstreetindonesia followers to job vacancy information posted on the @jobstreetindonesia Instagram account. In this research, researchers used qualitative methods with innovation diffusion theory which involves 5 innovation characteristics: relative advantage, suitability, complexity, trialability, and visibility. Researchers took 5 informants with different backgrounds. The information quality indicators studied are accuracy, timeliness, relevance. The research results show that the quality of information and completeness of information provided by Jobstreet Indonesia influences the perception of @jobstreetindonesia followers regarding the information on their Instagram account. The mass communication carried out has been effective because in conveying information about job vacancies @jobstreetindonesia uses language structures and techniques that are easily understood by its followers. This is adapted to the theory of diffusion of innovation used, namely information about innovation that can be easily adopted by those who see it.*

*Bibliography (2014 – 2023)*