

## **ABSTRACT**

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### ***THE INFLUENCE OF THE INSTAGRAM ACCOUNT @plesbol.inc ON FULFILLING FOOTBALL INFORMATION NEEDS OF FOLLOWERS***

*Keywords: @plesbol, Instagram, Mass Communication, Uses and Gratification, Mass Media, Social Media*

( xii + 106 + Appendices )

*This study aims to determine whether there is an influence of the Instagram account @plesbol on the football information needs of its followers. This research uses a quantitative approach and a positivist paradigm. The theory used in this research is uses and gratification. A questionnaire was used as the instrument for data collection. The population in this study consists of social media users on Instagram. The sampling technique used was purposive sampling with a total sample of 400 respondents, which was determined using the Slovin formula. The results of this study indicate that the Instagram account @plesbol has an influence on fulfilling the information needs of its followers. The relationship between the Instagram account and the fulfillment of information needs is influenced by 0.560 (56%), which can be categorized as a moderate correlation. The Instagram account @plesbol contributes 31.4% to the information needs, while the remaining 68.6% is influenced by factors outside the scope of this study. According to the uses and gratification theory used, the audience is responsible for selecting social media, such as the Instagram account @plesbol, to meet their information needs. Based on the hypothesis testing results, the study concludes that there is an influence of the Instagram account @plesbol.inc on fulfilling football information needs for its followers.*

*References (2001-2019)*