

## **ABSTRACT**

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### **THE IMPACT OF THE INSTAGRAM ACCOUNT @BURUAN\_KERJA ON FULFILLING JOB VACANCY INFORMATION AMONG STUDENTS**

*Keywords: Information Needs, Instagram Account Exposure, Uses and Gratifications*

**(xiii + 92 + Appendix)**

*This study aims to examine the influence of the @buruan\_kerja Instagram account exposure on the fulfillment of job vacancy information among students using the Uses and Gratifications theory. The research employs a quantitative method with purposive sampling involving 100 followers of the @buruan\_kerja Instagram account. The data were analyzed using validity tests, reliability tests, normality tests, simple linear regression analysis, coefficient of determination, and t-tests. The results of the study show an R Square value of 0.751 or 75.1%, indicating that the exposure to the @buruan\_kerja Instagram account significantly influences the fulfillment of job vacancy information among students. The linear regression equation derived is  $Y = 1.245 + 0.847X$ , with a significance value of 0.000, confirming the significant influence of the @buruan\_kerja Instagram account exposure on students' fulfillment of information.*

*(Bibliography 2017-2023 )*