

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA USE @USSFEEDS INSTAGRAM ACCOUNT ON FOLLOWERS' INFORMATION NEEDS

Keyword: Media Social, Instagram, information fulfillment

Rapid technological advances can now facilitate human activities in terms of communicating and obtaining and sharing the information needed. The presence of new technology-based media using the internet can now meet all human needs. With the development of internet technology, people are now active internet users who can connect with each other. The development of social media in Indonesia is running rapidly following the growth and ease of accessing information by the development of communication technology. The purpose of this study was to determine the effect of using social media on the Instagram @ussfeeds account on meeting the information needs of followers. This research method uses a quantitative approach with a survey method. The population in this study were active Instagram users and followers of the @ussfeeds Instagram account, as many as 100 respondents. The theory used in this research is Uses and Gratification Theory. The results of the study show that the use of social media on the Instagram @ussfeeds account can have a strong enough influence on meeting the information needs of followers. Based on the results of the study, it can be concluded that there is an effect of using social media on the Instagram @ussfeeds account on meeting the information needs of followers, the effect is in the strong category.

(xiv + 76 + Lampiran)

Bibliography (2005 – 2018)