

ABSTRACT

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THE INFLUENCE OF INSTAGRAM ACCOUNT @mpl.id.official ON FULFILLING INFORMATION NEEDS

Keyword : Instagram, information needs

(xii + 86 + Appendices)

Community activities are greatly facilitated by the existence of social media including the Instagram application. Instagram is an application to help people communicate and find the latest information. Like the community of mobile legend online game lover. In this research, the Instagram account @mpl.id.official helps the community of mobile legend online game lover in Indonesia for complete and easy information. Therefore, this study aims to determine whether there is an influence of the @mpl.id.official Instagram account on meeting the information needs of followers. This research method uses quantitative methods by distributing questionnaires to respondents. The variables used are the influence of Instagram accounts (X) and the fulfillment of the information needs of followers (Y). using the uses and gratification theory. This study took a sample of 400 respondents who became followers of the @mpl.id.official account using a questionnaire. The sampling technique in this study is using a purposive sampling technique. The results of this study can be concluded that there is a positive and significant influence between the influence of the @mpl.id.official Instagram account on meeting the information needs of followers.

Bibliography (2012 – 2022)