

ABSTRACT

Effectiveness Instagram account @Filmnasional on Fulfillment of Information Needs Followers

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The background of this research is the development of technology that raises many social media. Social media helps us to gather related information for human needs and interests. Instagram is one of its kind, Instagram is a social media that based on images and photographs. @filmnasional is which one Instagram account that provides information. The focus of this account is to provide information about Indonesian films. Not only Indonesian films that will appear in theaters, this instagram account also provides and explained the information about short films, filmmakers and events related to Indonesian film.

This research aims to determine the effectiveness of @filmnasional instagram account on Followers Fulfillment of Information Needs based on quantitative research methods and the positivism paradigm. The population in this research are the followers of @filmnasional instagram account and the samples that has been taken are 392 respondents using nonprobability sampling technique. The data analysis technique used is descriptive analysis, the mean rank order, Normality Test, and t Test.

This research uses the theory that related to the subject matter. The theory used as mass communication, mass media, new media, social media, instagram. The theory used to make operational variables or to make a statement, The theory is the theory of the effectiveness of communication (Kelman) and the information needs (Guha).

The result showed that the total percentage is 76.44% ,Based on the percentage score both at intervals of 62.50% -81.25%, which means "high" or "effective." Based on the t test processing, $t_{count} > t_{table}$ ($29.115 > 1.966$) and obtaining the p-value of 0.000 which is smaller than 0.005 (Sig.). Both results show the effectiveness of @filmnasional instagram account already effectively to Fulfillment Information Needs Followers.

Keywords: *Effectiveness, Fulfillment of Information Needs, Instagram*