

## **ABSTRACT**

*Instagram is one of the social media that many people interested in because Instagram provides interesting features that can support its users in interacting with others. With the increase in Instagram users, the Academic and Student Services of the Business Communication Faculty (LAAK FKB) at Telkom University utilizes social media as an information platform intended for FKB students. This study was conducted to find out how big is the influence of social media Instagram @laakfkb content in information needs fulfillment of FKB final students. The author uses quantitative research methods by distributing questionnaires through social media Instagram, WhatsApp, and Twitter. The population in this research were FKB final students who followed the @laakfkb Instagram account. The data analysis techniques used are descriptive analysis, normality test, simple linear regression analysis, correlation coefficient test, coefficient of determination test, and hypothesis T test. The results of the study based on data analysis techniques that have been carried out, the results show that social media Instagram @laakfkb content has an effect significantly to the fulfillment of the information needs of FKB final students. Social media content (X) has an influence of 54.9% on the fulfillment of information needs (Y) for FKB final students, while the remaining 45.1% is the influence of other factors, that is the existence of a LAAK FKB discussion group on Telegram social media.*

**Keyword:** *Content, social media, Instagram, information needs*