

## **ABSTRACT**

*Instagram, which was originally only used to share photos and videos, now Instagram can be used as a media for sharing news. With Instagram, people don't need to open a news portal through the website because all the news they want can be obtained through one platform, namely Instagram. Instagram makes it easy for users to share information with other users. One account that utilizes Instagram social media to disseminate information is the Instagram account @laakfkb. The Instagram account @laakfkb disseminates academic information. In this study, the researcher took the population, namely followers of the Instagram account @laakfkb who are active students of the Telkom University Faculty of Communication and Business. The samples taken were 96 people using non-probability sampling techniques. The purpose of this study is to determine the effect of the effectiveness of the @laakfkb Instagram account on meeting students' academic information needs. This type of research is descriptive quantitative research, namely a study that determines several hypotheses to be tested. The survey method used was by distributing a questionnaire link to active students of the Telkom University Faculty of Communication and Business via the Google Form link. This study concludes that there is an influence from the effectiveness of the Instagram @laakfkb account of 65.77%. The factors that affect effectiveness include the speed of information dissemination, the accuracy of information, the clarity of information, and providing information according to students' academic needs. While the remaining 34.23% is influenced by other variables not examined.*

**Keywords:** *Effectiveness, Information Needs, Instagram.*