

## ***ABSTRACT***

Instagram which was originally only used to share photos, at this time Instagram can be used as a medium to provide information or news. With Instagram, people don't need to open a news portal through the website because all the news they want to find can be obtained through Instagram social media. Accounts that use Instagram make information media, namely the Instagram account @lokerbdg.id, information about job vacancies. In this study, the population is Fresh Graduates from the Telkom University Faculty of Communication and Business who follow the Instagram account @lokerbdg.id. The samples taken 100 people using non-probability sampling techniques. The purpose of this study is to find out how effective the Instagram account @lokerbdg.id is in fulfilling the information needs of Fresh Graduate job vacancies. This type is descriptive quantitative research, namely research that determines several hypotheses to be tested. The method used distributing a questionnaire link to Fresh Graduates of the Faculty of Communication and Business Telkom University Class of 2018 and 2019, via the Google Form link. This study concludes that there is an influence on the effectiveness of the understanding sub-variable, which is equal to 90.12%, which means receiving messages carefully about the contents of the stimulus according to the intent of the sender of the message.

***Keywords:*** *New Media, Instagram, Effectiveness, Information Needs*