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Instagram is a social networking platform where users can send direct messages, images or videos to other Instagram users to share photo and video experiences. Along with its development, the Instagram application is not only used as a social media to display images, but also to convey information from Instagram account owners to their followers. The gossip account is one of the accounts that many Instagram users follow in Indonesia. One of the gossip accounts in Indonesia is the Instagram account @playitsaferbaby. This study will use the dependency theory of mass communication effects. This theory assumes that if informational demands that cannot be met through direct experience can be fulfilled, then individual trust in the media will continue to increase. The researcher chooses the type of research using quantitative methods. The research will be carried out through surveys in the form of questionnaires using data collection techniques. In testing the coefficient of determination, the R square value is 36.6%. This shows that exposure to gossip account information @playitsaferbaby has an effect of 36.6% on the level of trust of @playitsaferbaby account followers. In the hypothesis test, the calculated t value is 7,515 with a significance level of 0.05%. Because the value of t count > t table (7.515 > 1.660), this proves that there is an effect of applying information from uploads to the gossip account @playitsaferbaby which has a significant effect on the level of trust of followers of the @playitsaferbaby account.

Keywords: Information Exposure , Instagram , Mass Media , Gossip Account , Level of Trust