

ABSTRACT

This research was conducted to determine the influence of social media Instagram @volix.media on fulfilling the youth culture information needs of followers. This research uses Communication theory, Digital Communication, New Media, Social Media, Instagram, Information Needs, Youth Culture. This research was carried out using quantitative methods, by distributing questionnaires using Google Form and distributing them via Instagram direct message. The population of this research is followers on Instagram @volix.media. Data analysis techniques in this research include descriptive analysis, verification analysis, classical assumption test, normality test, multicollinearity test, heteroscedasticity test, multiple linear analysis, hypothesis testing, partial hypothesis testing, simultaneous hypothesis testing. Based on the research results, the influence of the variable Use of social media Instagram @volix.media which consists of context (X1), communication (X2), collaboration (X3) and connection (X4) on Information Needs is 90.7% while the remaining variables influence other variables that researchers did not involve in this research

Keywords: Social Media, Youth Culture, Instagram