

ABSTRACT

Indonesia, as one of the countries with the largest population in the world, continues to show significant growth in the use of digital technology. The latest report from Datareportal.com in "Digital 2024 Indonesia" shows the development of internet user behavior which continues to increase. In addition to the growth in internet use, there has also been an increase in the adoption of other digital technologies such as social media and e-commerce.

This research aims to determine the magnitude of the influence of the use of social media Instagram @ikom_telu on fulfilling the information needs for telkom university communication science.

The research method used quantitative with descriptive research type involving the telkom university communication science. Sampling was carried out using a random sampling technique, with a sample size of 301 people through distributing questionnaires.

The results, Use of Social Media Variable had a positive and significant effect on Information Needs. The results of the empirical test on the influence of use of social media on information needs showed a calculated t value of 38.444 and a p value (Sig) of 0.000 which is below alpha 5%. In this case, the R² of 0.832 or 83.2% indicates that almost 85% of the variation in information needs (Y) can be explained by the variables of use social media (X)

Keywords: Instagram, Activity Content , Activity Content Information Needs