

ABSTRACT

The increasing human need for information has encouraged the emergence of various new media that function as information providers on the internet. Tourism communication carried out through Instagram @jakarta_tourism is a form of utilizing social media as a channel of interaction in conveying information related to tourist destinations. In this context, the media not only acts as a channel for disseminating information, but also as a participatory space that allows for two-way interaction. Thus, this study aims to determine how much influence tourism communication through Instagram @jakarta_tourism in fulfilling public information needs. This research uses a descriptive quantitative approach, data obtained through a survey of Instagram followers @jakarta_tourism as many as 452 respondents. Data analysis techniques in this study include simple linear regression and T test. The theory used in this study is the theory of using 4C social media and fulfilling information needs. The correlation coefficient test results obtained were 0.594 so it can be concluded that there is a fairly strong relationship between the variable influence of tourism communication (X) and the variable information needs (Y). Furthermore, the results of the coefficient of determination analysis mean that the influence of tourism communication has an effect of 35.3% on the fulfillment of public information needs. While the remaining 64.7% influenced by other factors not covered in this study that may affect most of the information fulfillment regarding tourism.

Keywords: *Tourism Communication, Information Needs, Social Media, Instagram, Jakarta Tourism.*