

### **Abstract**

*Account Instagram @ 1000\_guru\_bdg community liquid inspiration to backcountry education and restrictions on land in Indonesia. This account has one of the prevailing social activities "Traveling & teaching". On the activities of the "Traveling & teaching", invited volunteers to join the volunteer fee, however, was said to be expensive because of most applicable target for young children. By using a descriptive analysis of the study, a test of normality, the determination coefficient analysis and hypothesis testing (t). The population in this study was a follower on account instagram @1000\_guru\_bdg community samples were taken as many as 100 respondents. The results of this research are (1) the percentage utilization activities "Traveling & teaching" reached 78,31%. (2) the percentage of superbly information activities "Traveling & teaching" reached 77,58%. (3) the percentage of utilization activities "Traveling & teaching" on the community accounts Instagram @1000\_guru\_bdg significant as a means of fulfilling the information needs of followers with the percentage of ethnic composition 79.3% while the rest amounted to 12.9%. The significance of test results obtained the value of the t-calculate of 19.535 and t-table with  $\alpha = 5\%$ , for testing the two parties of 1.984. From the description above is visible the value of t-calculate is greater than the t-table ( $19.535 > 1.984$ ) so that  $H_0$  in decline and  $H_a$  is received. Both those results demonstrate fulfillment of accounts Instagram @ 1000\_guru\_bdg community met towards the fulfillment of the information needs of followers*

**Keywords : Instagram, Utilization, fulfillment information.**