ABSTRACT

In this era, information technology is developing very rapidly, which makes the communication process easier. The internet, which is specifically for social media, has been used massively as a communication tool, the use of which has even reached government institutions as a form of fulfilling the information needs of the public. The aim of this research is to determine the influence of social media Instagram @humas.banjar as providing information for followers. This research applies a quantitative research methodology by distributing questionnaires. The sampling technique in the research used non-probability, namely purposive sampling with a sample of 100 respondents. The results of the correlation coefficient test found that there was a strong, significant and unidirectional relationship with the calculated t value which had a significant influence of 8.178 > t table 1.660. The conclusion of this research is that there is an influence of the use of social media of 40.6% on fulfilling information needs, the rest is influenced by other factors outside this research. The influence of social media use was 40.6% on fulfilling information needs, the rest was influenced by other factors outside this research.

Keywords: *Social Media, Instagram, Government Communication, Information Needs*