

ABSTRACT

On the now, we are using internet to find an information. Not only get a fast information, but also make internet user to get a details information. The most of people in Indonesia using internet for social media. One of the social media used is Instagram. This social media have several features to find an information. There is a lot of Instagram account about Bandung. The one Instagram account who have many followers is @explorebandung, it is about 394.000 followers.

The purpose of this research is to know how strong the effect of Instagram features @explorebandung to fill the information needs. The independent variable is Instagram features @explorebandung and the dependent variable is information needs.

The method in this research is quantitative method and focus in disclosure of causal relation between variable. Analytical data technique in this research is multiple regression.. The population in this resarch is the followers of @explorebandung Instagram accounts. The sample is 100 using random sampling technique.

The result of this research is the variable of @explorebandung Instagram features has significant effect towards purchase decision with 71%, and the dominant is caption with 53,5%, the rest of the percentile which is 29%, is affected by other variable that not study in this research.

Keyword : Internet, Media Sosial, Instagram, Information Needs